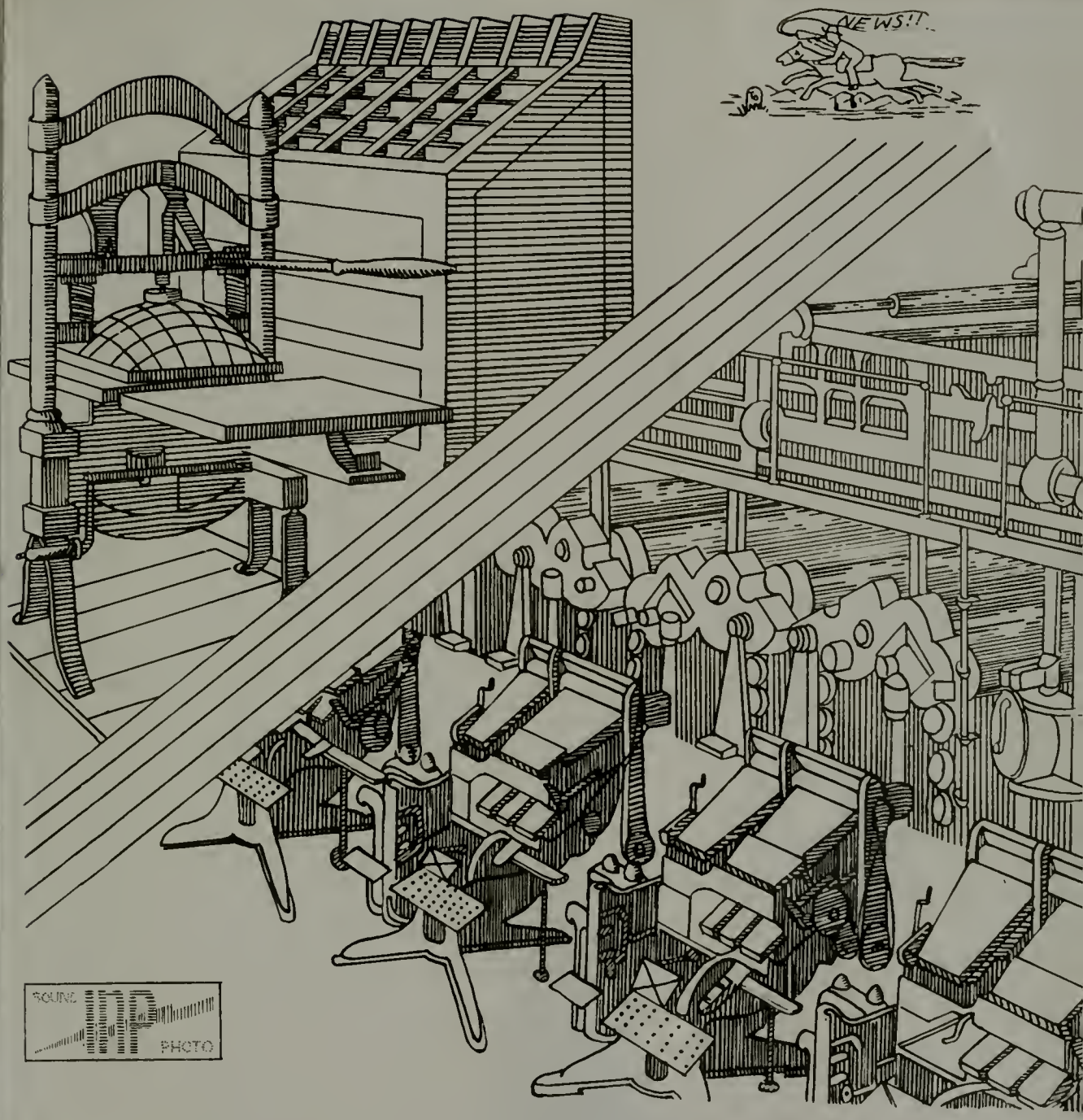
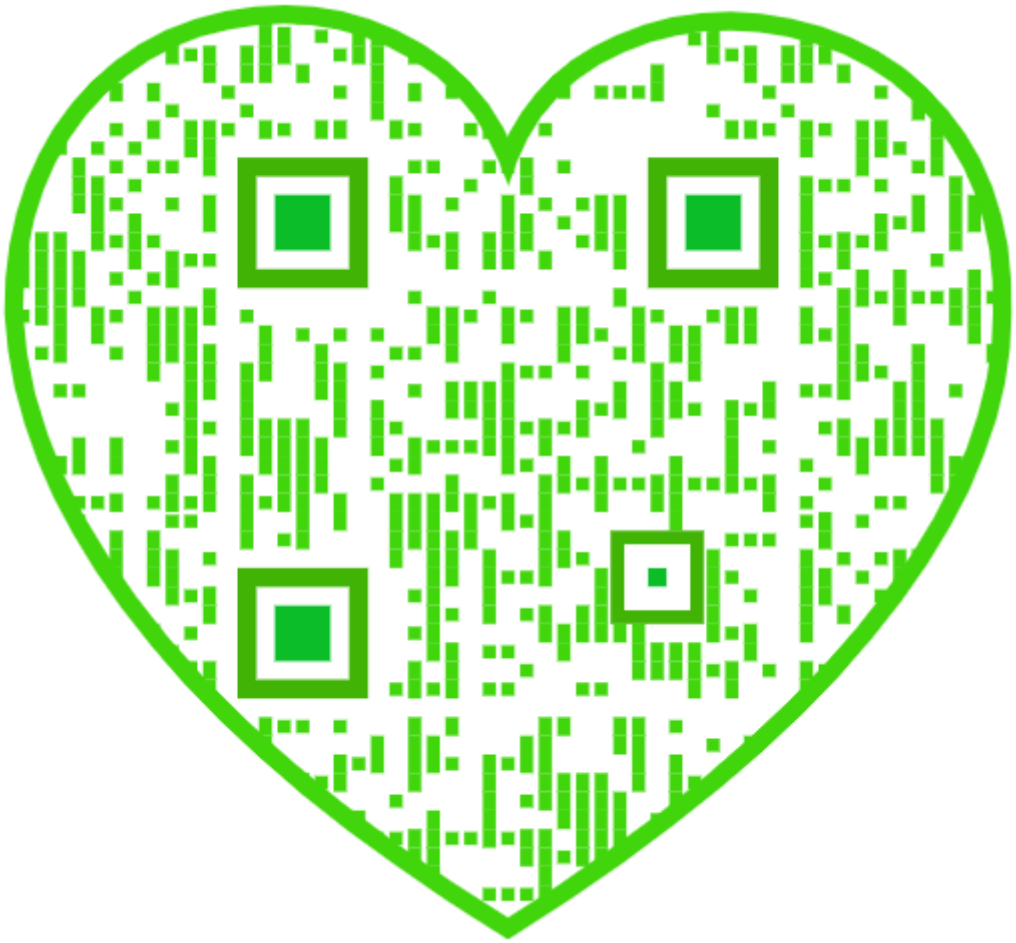


HISTORY OF JOURNALISM IN SAN FRANCISCO

THE PRESS AND THE 1906 FIRE

Volume V



THE SAN FRANCISCO
PRESS AND THE
1906
FIRE
Hal Bruntsch
Courtesy of Hal Bruntsch and S.F. Press Club

History of San Francisco Journalism

THE SAN FRANCISCO PRESS AND THE FIRE OF 1906

By

RUSSELL QUINN

VOLUME V

Emerson L. Daggett
Supervisor

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INTRODUCTION

One of the greatest crises in the history of any United States community was that undergone by San Francisco in the earthquake and fire of 1906. The present study attempts to examine the role of the newspapers as community leaders during that emergency both in their function as public utilities and as substantial business units in the city's commercial pattern. The unparalleled resourcefulness of the publishers and their staffs in continuing almost uninterrupted publication during the fire, and their temerity in telegraphing orders for new plants while the existing ones were tumbling into their sub-basements, is in keeping with the finest traditions of newspaperdom.

Perhaps the press, in its energetic haste to reestablish the city's pre-fire community and commercial life, builded not wisely but too well. Much of the "old" San Francisco could, and should have been jettisoned with the fire's debris. Evidence indicates that there was an early relapse to the old conflict between the dual functions of the press as selfless utilities by and for the public and the

greater good, and as spokesmen for downtown business and property interests primarily concerned with reaping the largest immediate yield from the smallest investment. The reader may judge for himself.

* * * *

Appreciation is expressed to the officers and membership of the San Francisco-Oakland Newspaper Guild who, as cosponsors of the History of Journalism project, have contributed counsel freely on the manifold technical aspects of various studies of the press undertaken by the project.

Photostats reproduced in this volume were secured through the courtesy of the staff of the San Francisco library, and were made by Walter Beardsell under the direction of M. H. McCarthy, supervisor of the Photographic Unit, Work Projects Administration. Lay-outs were executed by Miss June Haase of the National Youth Administration Art Project, under the supervision of Franz Brandt.

April
1940

E. L. Daggett
Supervisor

CALL-CHRONICLE-EXAMINER

The Call—Chronicle—Examiner

SAN FRANCISCO, THURSDAY APRIL 19 1906

EARTHQUAKE AND FIRE: SAN FRANCISCO IN RUINS

DEATH AND DESTRUCTION HAVE BEEN THE FATE OF SAN FRANCISCO DOOMED BY A TERRIBLE EARTHQUAKE SHOCK LASTING 30 SECONDS, SUCCEEDED BY FLAMES THAT BEGAN SIMULTANEOUSLY IN ALL DIRECTIONS AND THAT IN A WHOLE DAY HAVE NOT BEEN SUBDUED. THE FLAMES HAVE LAYING WASTE TO HUNDREDS OF BLOCKS OF THE BUSINESS AND RESIDENCE SECTIONS AND ARE PRESENTED TO-NIGHT BY A CONTINUOUS SHEET OF FLAME FROM THE BAY SHORE ON THE NORTH TO THE SOUTHERN LIMITS OF THE CITY AT VALENCIA STREET, A DISTANCE OF MORE THAN TWO MILES. THE CONFLAGRATION IS STILL RAGING FURIOUSLY AND THE DESTRUCTION OF THE REMAINING PORTIONS OF THE CITY IS CONFIDENTLY EXPECTED BY THE FIRE DEPARTMENT OFFICIALS.

THE EARTHQUAKE SHOCK WAS FELT AT 5:13 O'CLOCK THIS MORNING. IT WAS FOLLOWED BY A SECOND SHOCK AT 8:30 O'CLOCK, AND THERE HAVE BEEN HUNDREDS OF TREMORS SINCE, BUT NONE OF THEM HAS BEEN SEVERE ENOUGH TO DO ANY ADDITIONAL DAMAGE. THE FIRE DEPARTMENT WAS HELPLESS FROM THE START, AS THE WATER MAINS WERE BROKEN BY THE EARTHQUAKE, AND THE FIRE FIGHTERS WERE OBLIGED TO CONFINE THEIR EFFORTS TO DYNAMITING BUILDINGS IN THE PATH OF THE FLAMES, IN THE HOPE OF CHECKING THEIR PROGRESS. THIS METHOD HAS PROVED INEFFECTIVE, AND THE FIRE HAS SPREAD UNTIL IT NOW THREATENS THE ENTIRE CITY.

THE LOSS OF LIFE CANNOT BE ESTIMATED, BUT IT IS PLACED AT MANY HUNDREDS. THE LOSS IN PROPERTY WILL REACH MANY MILLIONS OF DOLLARS. THE BUSINESS DISTRICT, THE WHOLESALE DISTRICT, THE FINANCIAL DISTRICT, THE HOTEL DISTRICT AND THE RESIDENCE DISTRICT ARE ALL IN RUINS OR ARE THREATENED WITH DESTRUCTION. THE FIRE HAS SPREAD TO THE SOUTH OF MARKET STREET AND IS RAGING IN THE SOUTHERN PART OF THE CITY. THE FIRE HAS ALSO SPREAD TO THE NORTH OF MARKET STREET AND IS RAGING IN THE NORTHERN PART OF THE CITY. THE FIRE HAS ALSO SPREAD TO THE NORTH OF MARKET STREET AND IS RAGING IN THE NORTHERN PART OF THE CITY.

I.

At five o'clock in the morning of April 18, 1906, San Francisco was shaken by an earthquake. The city, long famed for its lusty living, came to a dramatic end on that morning; but on the day before it was as full of life as at any time in its glamorous existence. The press files of this day reflect the glowing ardor of the town and record the sparkling manner in which the papers handled their news and featured articles.

William Randolph Hearst had gathered together a group of bright young men for his Examiner who were exuberantly conducting a three-ring circus with this morning journal, much to the amusement of San Franciscans and profit to Mr. Hearst. The Examiner led the field of the dailies with a circulation of 98,000 copies. The conservative Chronicle, interested as always in the business and cultural life of the city, ran second with a circulation of 80,000. The Call, making a strong bid in the Chronicle's field had pushed its circulation to 62,000. And Fremont Older's crusading Bulletin trailed in the circulation race with 58,000, but possibly ranked first as an editorial force in the community.[1]

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[1] Circulation figures are from publishers' statements.

The day before the quake opened with a high overhead fog being blown in from the sea. By noon it had been brushed away and the city was bathed in brilliant sunlight. A light wind came in from the ocean which, by evening, brought with it another streamer of fog. The opera season had opened the night before with an indifferent performance of the "Queen of Sheba." Mr. Ashton Stevens, music critic of the Examiner, voiced the disappointment of the city under a head, "Opera Crowd Is Cold On Opening Night." If the operatic performers ever imagined that San Francisco audiences were second-rate, now at least they knew that the city had a first-rate critic. He told his readers that:

> Hoorah was notably lacking in the opening of the Metropolitan opera season at the Grand last night. A large audience costumed in the manner to live up to the old first-night adjective, "brilliant," was extremely reticent in the matter of applause. It was a tepid audience.

And Mr. Stevens tells why.

> It seems a pity to single Dippel for ritual disesteem. He is such a willing fellow, so versatile, so obliging, so always "there." But the hack must pay the price of his hacking. Dippel sounded like a hard winter. There seemed to be not a bit of spring in him. And the part he played is a passionate one--this part of Assad, pet lieutenant of King Solomon, who comes across the Queen of Sheba while she is taking a plunge and straightway forgets his ingenue bride-elect in the rapture of a royal embrace. Assad is more torrid than a thousand Parsifals. He is Vesuvius up-to-date.[1] And he falls into the blandishments of the most volcanic queen in all opera. Yet Dippel was not even singed.

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[1] Vesuvius had been in eruption for 10 days with a consequent loss of much property and 2000 lives.

Mr. Stevens allowed Edith Walker an "adequate" performance as the "Queen of Sheba," but concluded that:

> It wasn't the piece for last night. And for that matter it didn't bring out the audience, for many seats would have been vacant had not the police forced the admission stand-ups to sit down, greatly to the joy and comfort of the stand-ups. And most of all it didn't bring that hoorah, thrill, excitement that is the spine of expensive operas. Some sort of a shock is supposed to go with a seven-dollar seat, but last night never touched us.

The Examiner devoted a front-page column, the entire second page and half of the third page to the opening of the opera season, The Call gave its entire front page and two full inside pages to the opera. Its critic also drew a bead on the unfortunate Mr. Dippel, but knocked him over with less fuss than the Examiner's marksman with the simple statement that, "It is a pity some one can't buy Mr. Dippel a voice. He would sing so well."

The Call also noted that "The police department recognized the popularity of the automobile this year and chauffeurs were allowed to run their cars right up to the main entrance." The Examiner recognized the critical abilities of a local cop: "Lieutenant M. J. Conboy, who from many seasons in the service has become an excellent critic of the operatic performances...." Lieutenant Conboy was also disappointed with Mr. Dippel. And it was also significant to the Examiner that "within the theater the patrolmen were stationed at all doors,but even at the time of the greatest rush for seats, there was no need of their assistance in the work

of the ushers." This was evidently a departure from tradition. A woman writer, Lillian Ferguson, stationed to gather color for the Examiner, thought that even a Lenten calm marked the audience.

> Viewed from the chin up the house last night might have been a hatless Easter-Sunday congregation....Nor from the chin down was there the usual display of shoulders in frank variety. The pneumonia corsage was the exception to a high-necked rule. The seven dollar seats and the sixty dollar boxes kept more closely to the operatic custom but that goes without saying, for the higher the prices the lower the necks. It drank in the melody as though it were pink lemonade of palest hue, instead of the wine of costly song for which the opera-going world out this way has been thirsting a whole year....But there is a reason for everything that happens in or out of an opera house. There is a reason for last night's calm. It was the predecessor of the storm that awaits Caruso and Frenstadt tonight.

The last remark was to become a masterpiece of understatement, but not quite in the manner Miss Ferguson anticipated.

If the opening of the opera season was a bit on the pale side for San Francisco's taste the city more than made up for it outside of the opera house. Madam Sembrich was being entertained at the St. Francis and Caruso at the Palace with staggering parties. The annual Mardi Gras masked carnival on roller skates was being held at the Mechanics Pavilion with a grand prize of $1000. Approximately two-thirds of a page in each of the papers was devoted to theater ads. The Alcazar was offering, "a riotously funny farce," entitled "Are You A Mason." The Orpheum was featuring vaudeville artists Charles R. Sweet, Armstrong and Holly, Mlle. Lotty, the famous Agoust

family, Soloman's Dogs, Cats and Doves, Jimmy Wall, Artie Hall, and motion pictures. "Miss Timidity" was playing at The Tivoli. "Babes in Toyland" at the Columbia was drawing crowds away from the opera. The Majestic showed a funny farce by the author of "The Man From Mexico," Walter E. Perkins, titled "Who Goes There." The night's performance was a benefit for the Spanish war veterans. The Cherry Blossoms, burlesques, were at the California in "two side-splitting Burlettas," the "Wrong Count Tobasco" and "Quarrelsome Neighbors." The papers were advertising that on the morrow (April 18), when agility would really count for something, "Miss Lillian Franks, the little wonder skater invites the school children of San Francisco to the special matinee on Wednesday afternoon. At this time she will appear with Professor C. L. Franks, her father, and will do some of her prettiest skating with him for the benefit of the school children of this city and their adult friends and relatives." The event was to take place at the Central Park rink.

At the Academy of Sciences, Professor Clarence E. Edwards was lecturing on "California Industries" and illustrating it with "magnificent stereopticon views and moving pictures." The social conscience of the era was manifested at the Central Theater with the play, "Dangers to Working Girls." The sporting bloods of the city ferried to Oakland that afternoon to visit and wager at the new California Jockey Club. Willie Collier and his company of actors arrived in town on their

way to Australia. And the gallery gods polished off the day at the Alhambra with characteristic San Francisco gusto. The Call reported it:

> A riot occurred in the gallery of the Alhambra theater just at the beginning of the last act. Percy Schneider, a special policeman, attempted to eject a noisy young man and was pounced upon by a hundred others. The whole house was in an uproar.The play: "The Queen of the Highbinders" was in progress.
>
> The young sleuth-loving populace was present and filled the entire gallery. Some of the melodramatic action of the piece was instilled in the blood and thunder loving boys. One had annoyed the audience by giving utterance to many weird and uncanny noises. Catcalls and hoots at the actors and actresses became highly offensive. Policeman Schneider started to put the lad out and was immediately surrounded by a howling mob. He tried to drag the youth to the door but met with a fierce resistance. The disturbance in the gallery attracted the attention of the whole house and everyone was on his feet in a moment. Pandemonium reigned. The special was forced to release his hold on the youth. Cries of "mob him" and "kill the cop" were chorused by the gallery. Schneider retreated, the lad resumed his seat and finally quiet was restored.

The everyday life of the city continued easily. Miss Pansy Perkins, the daughter of California's senator, had the luck to leave for Europe. Out on Folsom street a curious workman put his pick through a water main, flooding the streets and disrupting the car service for the rest of the day. Methodist ministers decried the vice in the city. The Board of Supervisors killed a proposed 3-cent trolley ordinance and went down to San Jose to attend a convention. Abe Ruef, the notorious grafter, was angling for a trusteeship in the organization of the Native Sons of the Golden

West. He failed to get it. A woman named Mrs. Hopkins was creating much talk by suing for a divorce. Old Geronimo, the blood-thirsty chief of the Apaches, was praying for a long life. He was 76 and had just married his eighth wife. The stable workers were on strike against the stable owners.

Over in Italy, Mount Vesuvius had just erupted and the mayor of San Francisco appointed a relief committee to raise money for the distressed of Naples. And as the Examiner put it, "men who suffer when humanity suffers and are glad when other hearts are gladdened hastened to place their names on the subscription list." A boy of fifteen years was walking down Dupont street when he was snatched into a doorway and shanghaied onto an Alaskan packer. He was rescued but such was the labor market that "force, fraud and trickery were resorted to by the masters of vessels to complete their crews."

Newspaper readers were deciding that the automobile would never replace the horse after reading of the experience of a society matron: "Panic stricken by danger of death Mrs. M. A. Nowell, a wealthy society woman of San Francisco, leaped from a runaway automobile yesterday afternoon while the huge car was racing backward down a steep hill near San Jose Mission. She was flung headlong into a wire fence, the barbs of which cut her arms and face." The Examiner continued the story in ghastly detail through two full columns.

The Board of Health ruled against the town cow: "The family bossy is a nuisance and menace to the public health and must be done away with." A choosy woman nervously inquired of the county clerk of Oakland whether she had to marry because a license had been procured. On being reassured she exclaimed "Thank goodness. Why, here in this book I see where Jesse Dungan secured a license to marry me,and I never, never will be his wife. He is not a man of my choosing. I live in San Francisco and I intend to have something to say when it comes to getting married."

A facetious clerk could not resist the urge to change the names on a divorce petition from Swea vs Swea to Swears vs Swears. This was greeted with much hilarity by the court. Two men were engaged in a friendly wrestling bout when one man was thrown on a whiskey bottle he carried on his hip. He grabbed a gun and pumped three bullets into his opponent. He was booked on a "drunk and disorderly" charge.

The secretary of the Pacific Commercial Museum complained about the lack of the booster spirit in the city:

> San Francisco merchants have not exhibited the same amount of energy and push in such matters as our southern neighbor (Los Angeles).[1] They have not worked together to exploit the commercial possibilities of their city.

Up in the gold country 200 angry miners were chasing some claim-jumpers over the Sierra Hills. In the bay a ferry boat rammed a steamer. And in Stockton the murder

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[1] "Los Angeles" inserted by editor of monograph.

trial of Mrs. Le Doux was begun. William Randolph Hearst thought this a proper subject for his new sensational journalism and the Examiner sent its best sob sister to cover the trial. Two columns were given to this story.

Harper's was running newspaper ads for Rex Beach's book "The Spoilers" and calling it, "a story written by a strong man, of a strong man, for a strong man. There is no room for violet conventions of society in that robust land where never a law of God or man runs north of fifty-three."

The Call was advising its readers to STOP PAYING PRIDE TAXES -- ADVERTISE IN THIS PAPER FOR A LODGER.

The majority of display ads were for patent medicines guaranteeing to cure "men's troubles." Rheumatism could be cured in a few hours by an Electric-Vigor dry-cell battery. The makers of the Franklin automobile said:

> You can argue and talk and theorize till you're black in the face, but the American roads are still here. And the Franklin non-jarring sills with full-elliptic springs is the only construction that will fully prevent American bumps and hollows from shaking the comfort out of motoring. Price $2800.

Ismar would arrange anything from a romantic marriage to a profitable investment. Her ad ran:

> Last week a man in Nevada whom I advised to buy stock in a certain mine cleaned up $6000 from an investment of only $500. The list of those whom I have benefited would fill a page of small type. If you have any problems of love, investment, sickness or if you would like to know anything about the future it will profit you to pay me a visit.

Mr. Hearst's sport writers romped through their daily grind with evident relish. From one of the Examiner's bright young men,sent to Los Angeles to cover a boxing event, came a breezy disquisition on the troubles of wealth: Mr. Thomas Jefferson McCarey, not wishing to appear so lacking in originality as to endow a university,had ordered an elaborate gold belt, to be presented to the winner of the featherweight championship fight. The bout he was sent to Los Angeles to cover, the writer mentioned only incidentally. Many news stories were written in this same off-hand, personal manner. The Call's waterfront reporter sent in the following copy:

> If you fall overboard from a steamship at night and care at all about being picked up again do not elect for your tumbling off place a vessel manned to any large extent by the easy-going sons of Central America. The Acapulco of the Pacific Mail Company's San Francisco-Panama fleet which arrived here yesterday from the isthmus is a good boat from which not to fall overboard....

President Theodore Roosevelt had delivered his famous "muck rake" speech the Saturday before and the publishers' reaction to it appeared in the editorial columns of this day's press. The reaction was characteristic. The Call defended the President's attack on muckrakers but roundly denounced his proposal of a large inheritance tax. The Chronicle took the same tack. Mr. Hearst lashed out into the kind of an attack he was going to perfect against another Roosevelt thirty years later. The Examiner said:

> Whom did Mr. Roosevelt expect to please by delivering his disquisition on "the man with the muck rake?" Either he meant to give aid and comfort at some quarter or else in his swollen vanity he was guilty of gratuitious impudence in lecturing writers and publishers who to say the very least are his equal in patriotic purpose and much his superiors in brains....Is the explanation of Saturday's oration,--otherwise as unprovoked by events as fatuous in matter and dull in manner,--that the "crown" Mr. Roosevelt has his eye on is a third term.

The forerunners of the present-day columnists began to appear in these papers. Rather than have one individual write a daily piece, however, the system was usually to attach a by-line to something the editor thought exceptionally good and put it on the feature page. Certain names would keep recurring regularly on this page. The Examiner went in for big names, and by-lines of persons noted in the literary world appeared often on its feature page. The subjects treated by these writers covered a wide range but were more for the amusement than the edification of the readers. This page of the Examiner's April 17 editions contained another discourse on the bothers of wealth and fame. But it was easy to take. It was entitled "The Downfall of Dowie" and the writer was Willis J. Abbott. The piece was a report, in the Vulgate, of a dissention among the angels in the latter-day Elijah's Zion City.

April 17, 1906, moved to its end. As the evening broke, the city, under a slightly tipsy glow, moved from the Cocktail Route into the theatrical district. It was spoiling for an evening of fun and excitement. From the Barbary Coast

to Twin Peaks lights flashed across the town. Another night was begun for "the city that knows how." The opera and the theater only offered an "aperitif" to the city's appetite for entertainment. After the legitimate fun it went to the French restaurants or to the Barbary Coast for additional "hoorah." Past the midnight hour and into the judgement day the city gaily swung. The presses of the morning papers were rolling out their April 18 editions, but very few persons saw those editions. They were printed and distributed to the carriers but what happened to them after that few know.

SAN FRANCISCO NEWS, APRIL 18, 1906

EXTRA THE DAILY NEWS EXTRA

VOL. 7. NO 25 FOURTH YEAR. SAN FRANCISCO. WEDNESDAY EVENING, APRIL 18, 1906 INDEPENDENT. 25¢ MONTH; 1¢ COPY.

HUNDREDS DEAD

Fire Follows Earthquake, Laying Downtown Section in Ruins--City Seems Doomed For Lack of Water

KNOWN DEAD AT MECHANICS' PAVILION

Max Fenner, policeman, killed in collapse Essex Hotel.

Niece of Detective Dillon, killed in collapse, 6th and Shipley.

Unidentified woman, killed at 18 7th st.

Two unknown men, brought in autos,

OTHER DEAD

Five killed, 2 injured, in collapse of building at 239 Geary.

Frank Corali, buried, beneath basement floor of burning lodging house 5th and Mission. Heard crying "For God's sake, help me."

Seven firemen killed in collapse of brick power house Valencia and 7th.

John Whéley and son, killed in falling house, Steiner and Germania ave.

James Whaley, wife, Nellie Whaley, Marie Whaley, same address, badly injured.

Unidentified man, buried in remains Valencia-st. Hotel.

At 8:30 there were 100 dead and dying at the Pavilion, and more arriving each minute.

Miss Katie Brown, a niece of Detective Dillon, was crushed to death at her home.

Mrs. A. B. Engle, 733 Howard, killed falling roof.

Mary Shaw, killed at 7th and Mission.

Max Fenner and Percy Smith, two police officers with beats on Mason st., were killed by falling bricks at the first shock.

Mrs. McCann was killed on 3d st.

INJURED.

List of badly injured taken to Pavilion:

J. Cor[illegible] Ellis.

Dr. Strauss, 131 Geary, very bad.

Rosa Shipley, of Seattle, living 6th st., and two children, not fatally.

J. H. Rosse, 224 Leavenworth, legs broken.

C. C. Perry, Hotel Phillips, 117 6th st.

Pete Johnson and wife Hyde st., crushed badly.

Mrs. J. Thomas, 381 6th, hurt badly.

Geo. Buckwold, Folsom and 6th.

Trabucco family at [illegible] Turk, rear, wife and baby killed, beside husband; [illegible] is crushed.

[illegible] family, rear 157 Turk, badly I.

Miss Murray and Miss Harvard, 910 Ohio st., At 126 Langton, 4 killed; Billy Sheehan, [illegible] man, rescued 3 people.

Many injured at 117 6th st., Hotel Phillips.

San Francisco was practically demolished and totally paralysed by the earthquake, which commenced at 5:11 a. m. to-day and continued with terrific vigor for four minutes.

Great loss of life was caused by the collapse of buildings; and many people met a more cruel death by fire. Flames broke out in all parts of the city.

The monetary loss caused by the earthquake, the fires which followed it and the depreciation in values that will result will amount to hundreds of millions of dollars.

The progress of San Francisco has received a check from which it will probably take many years to recover.

Thousands of men who went to bed wealthy last night awoke this morning practically bankrupt.

The fury of the temblor was greater than any that has been known in the history of the city.

The people are appalled, terror-stricken. Thousands, fearful of a recurrence of the dreadful disaster, with results still more dire, are hastening out of San Francisco.

Many heart-rending scenes have been enacted. Families are moving their belongings helter-skelter, and moving aimlessly about, keeping in the open.

The City Hall is a complete wreck. The walls surrounding the grand dome have fallen, leaving only the skeleton frame work and the top of the dome intact. Around all sides of the building the walls have crumbled, like so many cards. The Receiving Hospital was buried.

The surgeons moved to Mechanics' Pavilion, which today is a combined hospital and morgue. Dead and dying are brought in by autos, ambulances and even garbage carts.

Insane patients were taken from the Emergency Hospital to Mechanics' Pavilion. Many of them were hurt. Some broke loose and ran among the dying, adding horror to the scene.

At 8:15 a second sharp quake occurred, accentuating the terror.

The fire scenes following the earthquake, was and are fearful to behold. Had the earthquake occurred an hour later, the entire city would have burst into flames.

At least forty buildings were aflame within ten minutes after the temblor passed. Among the first to go were the big buildings on Market, Battery, Sansome, First, Second, Third, Fourth, Fifth, and Sixth streets, followed by a general conflagration on Seventh and Eighth streets, while in the Western Addition many fires were started.

By 8 o'clock it seemed that a large part of the city was doomed. The Fire Department was unable to get anything like an adequate supply of water, and the raging flames had their way.

All of the city hospitals threw open their doors, and within a short time their wards and halls were filled with the agonizing cries of scores of crushed and burned victims of the awful catastrophe.

An early report is to the effect that in the collapse of the huge plant of the San Francisco Gas and Electric Co. on Bay street nearly fifty workmen were crushed to death. Only two men were seen to leave the great brick structure.

One of the most complete wrecks in the city is St. Dominic's Church, on Steiner street. The huge pile went down in a crush of ruins, being totally demolished. The framework of the two domes stands. One of the domes fell upon the house occupied by the priests, but none, it is said, was killed.

At the Protestant Orphan Asylum, on Haight street, fearful damage was done; three little children are reported killed, while many others were badly injured.

At Eighteenth and Valencia streets an entire block sunk. The Valencia Hotel slid into the middle of the street, and is in that [illegible] Francisco Bay.

A building collapsed at Steiner and Haight [illegible]. No report of loss of life.

Along Market st. from 5th toward Castro, the sidewalks are literally strewn with wreckage. In many places the sidewalks have collapsed, falling into the basements.

This is true on Market between 5th and 6th, between 6th and 7th, and between 7th and City Hall Square, on the west side.

There are probably not fifty chimneys standing in the city. This means that many more deaths are to be expected, as fires are cracked everywhere.

A small portion of the front of the West Side Christian [illegible] was shaken out.

St. Ignatius' Church was badly shaken but is intact. [illegible] damage resulted at St. Ignatius college, a portion of the building being destroyed.

A building was burned at the end of Colli[illegible] street, in the Richmond.

Concordia Club, Van Ness Ave., badly dismantled.

At the Cosmopolitan Hotel, Fifth and Mission sts., fire is believed to have killed a number of people. The building was totally destroyed.

At Winifred's hospital, [illegible] near Larkin, was injured, but is intact.

At 9:30 the following were at Mechanics Pavilion. But few were dead, although the injuries of many were reported as fatal:

Mrs Jones, 509 Stevenson; M R D Wells, 14 Van Ness; Wm Castro, boy, 410 14 Valencia; Bernard Erickson; 139 3rd; Ernest Eduard, 1133 Mission; Ed Kennedy, 771 Howard; Geo Sullivan, 313 C C ave; Geo Memworth, 334 4th; Philip Grades, 3 Eddy; Wm Gammas, 112 4th; D J Erchon, 172 7th; Geo Runyon, 94 Folsom; Cornfield, 939 1-2 Folsom; Wm C [illegible] Ellis; Wm Anderson, 1293 Market; F Butler, 137 6th; R Walsworth, 111 Geary; J Justice, Brunswick House; [illegible] Hart, Los Angeles; H Young, 1874 16th ave; Lou Vittery, 909 Kearny, V Dow[illegible] 42 Turk Belle M. Donald, 2512 Stevenson; O[illegible] Marshall, 149 Turk; A H Peterson, 234 1-2 Natom[illegible]; R H Laider, 7th and Howard, Brunswick House.

THEATER WRECKED

The Majestic Theater is almost a complete wreck, the rear end, on the 5th st. side, having fallen out, while the roof caved into the auditorium of the building.

At 3110 California st. a house was shaken from its foundation and onto the sidewalk.

The new Hahnemann Hospital at California and Maple sts. is badly wrecked. The fronts of two wings were shaken out while the walls of the balance of the building are badly cracked. The hospital would have been occupied within a few days.

That more people have not been killed is due to the fact that most of the power and light stations are destroyed. All of them, practically, are incapacitated for the time.

BRIEF IDEA OF DISASTER

Walls now Central Park skating rink are down. Part [illegible] building wrecked. Dynamite used to blow up Phillips House at 116 6th st. Troops, militia and police work side by side. Fire rages. Wellman, Peck and Co., Swift and Co., Mooney and [illegible] among houses destroyed. Thousands sleep on road repair. Fire sweeping whole block south of Market.

IN OAKLAND

Bank at 14th and Broadway demolished; man fell street from fright; 4 others killed in beds by wall.

II.

At eighteen minutes past 5 o'clock a lightning-like earthquake bolt shot beneath the San Francisco peninsula and the fabulous city of the golden era was no more.

Up to then the San Francisco newspapers were typical of the metropolitan press of that period. They calculated to inform and amuse their readers and reflect the fervor of the town, which they did to a comparatively satisfactory degree. But now they were called to a task which few newspapers had ever been forced to face. They had a staggering field for news coverage coupled with the job of getting out their papers when all their presses were destroyed. They had to report the destruction of a city without adding to the hysteria and terror already occasioned by that disaster. And they had to take a leading part in the long pull of rebuilding that city. Did they handle these tasks adequately? The record speaks for itself.

The earthquake actually did little damage to the newspaper buildings but the fires that broke out south of Market street soon surrounded the plants of the Call and the Examiner. As the flames approached Third street toward the

magnificent Call building people gazed in wonder to see if their most famous "fire-proof" structure would withstand the fire. The heat occasioned by the surrounding inferno was estimated at over 2000 degrees.Some combustible material inside sprung alive and a flame shot from the third-story window. The central eighteen-story elevator shaft acted as a perfect flue and the air current drew the flames through the entire building. It went up like a torch. Then the flames caught the Examiner's building and two of the city's papers were destroyed.

On the north side of Market street were the Chronicle and the Bulletin. The flames had not yet jumped Market street and were not expected to. The editorial staff of the Chronicle were at the office shortly before 6 o'clock. A quick survey of the building was made and the managing editor concluded it was possible to get out an extra. The press foreman was notified and the city editor sent his reporters throughout the city to gather copy. The managing editor composed himself enough to write an editorial minimizing the extent of the disaster. The news gatherers began to stream in, the extra was made up and the printers were cajoled into standing by the presses despite more tremors and the intense heat from the fires across the street. As the presses were ready to roll the engineer sent up word that the water supply had been cut off and it would be impossible to start the presses. An attempt was then made to contact the owner of the

Bulletin for the use of his plant. But by this time the fire had crossed Market street and was eating its way toward both the Chronicle and Bulletin buildings. It reached the Chronicle first. The Chronicle was also a steel structure, but the preceding November the ornate tower had caught fire and had been destroyed. It was still in a condition of repair. A temporary wooden roof had been constructed over the building to await the completion of the new tower. This roof became ignited and the flames burned down to inflamable material (zinc etchings) in the gallery. As this floor gave way tons of zinc were poured down upon the linotype machines on the floor below. The accumulated mass crashed down through the remaining floors to the basement, destroying the entire building including a valuable library, the result of forty-years' assemblage. The fire crept on until the Bulletin's plant was destroyed.

The only paper able to get out a sheet that day was the young San Francisco News, a three-year-old newcomer to the San Francisco press. That afternoon from a printing office at 1308 Mission street it issued a one-page, six-column extra. The black headlines, splashed across six columns, told San Franciscans what they already feared.

HUNDREDS DEAD
FIRE FOLLOWS EARTHQUAKE
DOWNTOWN SECTION IN RUINS
CITY SEEMS DOOMED FOR LACK
OF WATER

The lead story began with a list of the known dead and injured. This ran through two columns. Then in terse and gripping paragraphs it told the story of the disaster.

> San Francisco was practically demolished and totally paralyzed by the earthquake, which commenced at 5:11 a.m. today and continued with terrific vigor for ten minutes.
>
> Great loss of life was caused by the collapse of buildings, and many people met a more cruel death by fire. Flames broke out in all parts of the city.
>
> The people are appalled, terror-stricken. Thousands, fearful of a recurrence of the dreadful disaster, are hastening out of San Francisco.
>
> Many heart-rending scenes have been enacted. Families are moving their belongings helter-skelter, and moving aimlessly about, keeping in the open.
>
> The City Hall is a complete wreck. The walls surrounding the grand dome have fallen, leaving only the skeleton frame work and the top of the dome intact. Around all sides of the building the walls have crumbled, like so many cards. The Receiving Hospital was buried.
>
> The surgeons moved to Mechanics' Pavilion,which today is a combined hospital and morgue. Dead and dying are brought in by autos, ambulances and even garbage carts.
>
> Insane patients were taken from the Emergency Hospital to Mechanics' Pavilion. Many of them were hurt. Some broke loose and ran among the dying, adding to the scene.
>
> By 8 o'clock it seemed that a large part of the city was doomed. The Fire Department was unable to get anything like an adequate supply of water and the raging flames had their way.
>
> All the city hospitals threw open their doors, and within a short time their wards and halls rang with the agonizing cries of scores of crushed and burned victims of the awful catastrophe.

> Market street from Battery to the Ferry building has sunk several feet.
>
> At Eighteen and Valencia streets an entire block sunk. The Valencia Hotel slid into the middle of the street.
>
> An many places, tho sidewalks have collapsed, falling into the basements. This is true on Market between 5th and 6th, between 6th and 7th, and between 7th and City Hall square on the west side.
>
> There are probably not fifty chimneys standing in the city.

After scooping the city with this fearsome extra the News found itself in the path of the fire and the town was left without a newspaper.

A messenger representing the press of San Francisco was dispatched to Oakland to inquire of W. S. Dargie, proprietor of the Oakland Tribune, as to the possibilities of getting out a combined extra on his presses. Mr. Dargie agreed. He placed his entire plant at the services of the fire-evicted journals and on the next morning (April 19) there appeared the Call-Chronicle-Examiner, the joint production of those three morning papers. It consisted of four pages devoted entirely to the disaster. Neither the headlines nor the contents were calculated to allay the terror that was in danger of gripping the city, but it was distributed free and the populace grabbed it eagerly. On the first page a black seven-column headline stated:

EARTHQUAKE AND FIRE:
SAN FRANCISCO IN RUINS

On the second page another seven-column head read:

AT LEAST 500 ARE DEAD

And a one-column head:

NEWSPAPER ROW IS GUTTED

Page three contained equally portentious heads. Three seven-column heads said:

ENTIRE CITY OF SAN FRANCISCO IN DANGER OF BEING ANNIHILATED

BIG BUSINESS BUILDINGS ALREADY CONSUMED BY FIRE AND DYNAMITE

30,000 Smaller Structures Swept Out And Remainder Are Doomed

PANIC STRICKEN PEOPLE FLEE

It was a remarkable journalistic achievement considering the physical difficulties encountered in getting the paper out, but if the people turned to it for comforting assurances they were to be disappointed. Despite its fearful tone Frank W. Aitken and Edward Hilton, in their "History of the Earthquake and Fire in San Francisco" state that:

> ...there was no excitement, no terror, no hysteria, notwithstanding the wild press dispatches sent out.

The intense competitive spirit of the press had been submerged this one day to get out the extra, but hardly was it on the streets before the proprietors of the different papers were engaged in an internecine war. Mr. Dargie of the Oakland Tribune had offered the facilities of his plant to all the San Francisco newspapers until their own buildings

could be rehabilitated across the bay. But upon the suasion of Mr. Hearst, after the first issue of the Call-Chronicle - Examiner had been published, he rescinded this privilege to all but the Examiner. This act, coupled with the way the Tribune was handling tho story of the disaster, aroused Fremont Older of the Bulletin to scathing editorial heights. In his paper of April 27 he published the following:

> The calamity which fell upon San Francisco brought out the best elements of the character of most of the people. The common affliction obliterated old enemies. Men thought and spoke with charity of one another and mistakes passed without criticism because the work of relief was done necessarily with haste and every worker showed good will and did his very best for the common good.
>
> But tho calamity which has brought out so much goodness and so much heroism has exhibited William E. Dargie, proprietor of the Oakland Tribune, in a very unpleasing light. While the people of Oakland have done all in their power to help the sufferers and have abstained scrupulously, with admirable generosity and fine feeling from any attempt to make capital of the misfortune of San Francisco, the Oakland Tribune under the direction of William C. Dargie has labored malignantly to make permanent the damage to the commerce of San Francisco in the hope that Oakland and the Dargie business interests will prosper by the fall of San Francisco.
>
> It was agreed on the day of the earthquake that the three morning papers of San Francisco and the Bulletin should publish jointly one morning and one afternoon paper, and that this should be done on the presses of the Oakland Tribune. To this arrangement Mr. Dargie consented. When preparations to carry out this plan were under way, however, Mr. Dargie suddenly informed his guests that he had made a bargain with agents of W. R. Hearst by which the Examiner alone should have the use of the Tribune's plant. In

other words, Mr. Dargie sold out to Hearst and made money out of the misfortunes of the San Francisco papers. The Bulletin does not blame Mr. Hearst for buying Mr. Dargie since he was for sale, but it does blame Mr. Dargie for violating the first rule of newspaper ethics and common decency. An immemorial custom of the profession prescribes that a disabled newspaper shall have the free use of the plant of any of its competitors no matter how keen the rivalry between the paper seeking and the paper granting the courtesy. Mr. Dargie is the first publisher in America of whom there is any memory to break the custom and refuse to grant the courtesy.

That, however, is the least item of his offending. He has committed offenses of a more public character and more generally and directly injurious to San Francisco. Each day since the earthquake he has published in the Tribune one or more articles designed to frighten capital and population away from San Francisco and to spread throughout the country distrust of the ability of the city to recover from the blow and regain its eminence and prestige. These articles, since they have no truth in them, must have been fabricated in the Tribune office for the purpose of hurting San Francisco. Mr. Dargie does not see nor does he care that the earthquake was felt on both sides of the bay and as the prosperity of Oakland is intertwined with that of San Francisco, any permanent loss to San Francisco must be shared by Oakland.

One day Mr. Dargie published a report that a smallpox epidemic had broken out in San Francisco and that a quarantine was to be established. This story was entirely false. Another day he printed with revolting details an account of a felonious assault on a woman alleged to have been committed by a soldier. He published an article suggesting that the insurance companies might not pay any losses which they could avoid by urging legal technicalities. The article revealed Mr. Dargie's glee over the prospect that persons burned out in San Francisco would be crippled by failure to recover insurance money. In an editorial Mr. Dargie sneered at the real estate brokers of San Francisco for calling the calamity a fire instead of an earthquake, and declared that the disaster must be called the earthquake and would be called an earthquake by the Tribune.

> Mr. Dargie's crowning act of malignancy was, however, the publication yesterday of a story with a headline seven columns wide of a great tidal wave. Residents of this vicinity do not need to be told that there was no tidal wave, but the Tribune's story will be believed in the East, where it will do the most harm, as Mr. Dargie intended that it should.
>
> Fortunately Mr. Dargie is conspicuously alone in this attitude. He does not represent Oakland. He stands only for his own selfish, his narrow business interests. It is a pity that there should be the necessity in such a time of woe, to complain of any man's conduct, but it is imperative that the people of San Francisco and Oakland should be informed of Mr. Dargie's inimical endeavors and that the public in other parts of California and throughout the United States should be warned against giving credit to the reports circulated by the Oakland Tribune.

After being evicted from the Tribune's establishment the other San Francisco newspapers found facilities among the various Oakland journals. The Chronicle and the Bulletin went to the Oakland Herald. The Call was printed at the Enquirer's plant, as was the News.

The San Francisco newspapers can be charged with being a bit on the hysterical side in their coverage of the disaster but this charge must be tempered with a consideration of certain factors involved. These factors were both psychological and physical. Although objectivity is the essence of good reporting it can be understood that complete objectivity would be difficult under the magnitude of the disaster. The dramatic spectacle of a city being shaken by an earthquake and then going up in flames was overpowering. And aside from this was the emotional angle. Possibly all of

the reporters had relatives or friends who were killed, crippled or otherwise ruined by the disaster, as well as having suffered personal losses, which would color the spirit in which they wrote their stories. Then with transportation and communication difficulties which made it hard to check stories, they had to cut through a tremendous mass of wild rumors that swept across the town. It was rumored, for instance,[1] that hundreds had been killed in the hotels south of Market street; that the Mechanics' Pavilion had burned before the wounded and dying who had been carried there for surgical treatment could be removed. One man was sure that he had seen the Cliff House floating on the sea. A woman, fleeing frightened to Oakland, hysterically told of her trip down Market street; of crossing great crevices on rickety planks which served as bridges. Under no circumstances could she be induced to return to San Francisco. One man told of seeing the Call building leaning at a fifteen-degree angle and another declared he passed it just as it was falling across Market street. Even wilder rumors of the outside world purportedly came in. Chicago was supposed to have slid into Lake Michigan. Manhattan Island had sunk, and all the Pacific Coast cities were demolished by the earthquake. The earthquake had cracked open the Pacific which had swallowed the Hawaiian Islands. The

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[1] See "A History of the Earthquake and Fire in San Francisco" By Frank W. Aitken and Edward Hilton.

latter rumor was generally believed and even the Bulletin printed as news the destruction of Honolulu by a tidal wave.

Seen in this setting the stories that the San Francisco press sent out contained a remarkable degree of accuracy. Their most glaring inaccuracies were in the estimation of the property damage and the number of dead. Blazing headlines told of a thousand dead and a property damage of upwards of a billion dollars. The actual property loss was $350,000,000, and the number of dead was closer to one-third of the thousand estimated. And although the early press pictured the total destruction of the city the area actually burned comprised 2593 acres, or 4.05 square miles. But notwithstanding California's penchant for doing things in a big way, the disaster did exceed the great Chicago fire. The burned area in Chicago covered 2124 acres or about 3-1/3 square miles with a property damage of $196,000,000.

The first issue of the Bulletin after the fire came out on April 20. It was smaller in size than originally, consisting of only 4 pages with 5 columns to a page. On page one was a patent contradiction of fact. Under a five-column head entitled--

FIRE AND FAMINE
PURSUE REFUGEES

it ran a story beginning:

> At noon the city was entirely gone with the exception only of the outlying districts and they were in the path of the flame that could not be

> checked. There seemed to remain no possibility of getting the fire under control, and in two roaring seething walls it was rushing in divergent directions from the business center of the city. A complete terror took possession of San Francisco....

But at the top of the page above the headline it had a five-column box containing this:

> At 1 o'clock today the fires that menaced the remnant of the city were either out or under control. The panic is over. Many persons are now using streets of the burned area as thoroughfares.

Half way down the page it had another five-column head--

MORE DISASTERS REPORTED

This featured the story of Honolulu being engulfed and San Diego being struck by a tidal wave. It ran across five columns, about two inches deep. Two-thirds of the way down this front page was another five-colum head:

SOLDIERS SHOOT FOURTEEN THIEVES

This story also ran across five columns to the bottom of the page.

On the top half of the second page was a continuation of the lead story from page one. It ran across the five columns. The lower half was broken up into five columns. The one-column heads indicate the nature of the stories:

NOBLE WORK AT IDORA PARK	HUNDREDS OF DEAD BEING TAKEN FROM COLLAPSED HOTELS	MANY GIVE THEIR EXPERIENCES	SHAW ASKED TO PROTECT MONEY

On page three were short paragraphs of local interest with a two-column box at the top announcing the Bulletin's new location.

TO THE PUBLIC

> The Bulletin has opened temporary headquarters in its branch office at 1058 Broadway, Oakland. Its plant in San Francisco has been destroyed, but the paper will live and will recover its former position as soon as possible. An issue has been printed today in Oakland. The paper is necessarily small, but it is the best possible under the circumstances. The Bulletin trusts its subscribers and the general public will bear with us in the great calamity that has overtaken us all.

Another head announced the address of the Oakland relief headquarters--

OAKLAND HEADQUARTERS
FOR RELIEF

> Application for aid in securing accommodations should be made to the committees at the Chamber of Commerce at rooms, Twelfth and Franklin, Oakland.

The fourth page contained stories on the relief work in Oakland, more descriptions of the fire in San Francisco, and a story on the charging of exorbitant prices for food by the Oakland merchants. The latter story brought a warning to the merchants from the mayor of Oakland.

The next day the Bulletin was back to its normal size of seven columns. It contained no advertisements, and two and one-half pages were given over to lists of persons trying to locate missing relatives and friends. It carried a

proclamation by the mayor of Oakland urging curiosity seekers to keep away from San Francisco,and also his declaration that food prices must not advance. There were few stories on the disaster.

The following Monday (April 23) the Bulletin announced, in a three-column box on the front page,the location of a San Francisco office for the handling of advertisements and subscriptions. It was at 1708 Fillmore street. Stories appeared in this issue of firms intending to rebuild, and of insurance men prepared to settle their losses. The first ads also appear in this issue. On the second page was a three-column, half-page ad of a real estate broker. There were seven columns of want ads. The list of persons trying to find missing relatives and friends took more than a page and a half. The news stories were calmer and an editorial indicated the changing tone.

COMMON SENSE PREVAILING
OVER HYSTERICAL TERROR

A front-page box of two columns, four inches deep in the Bulletin of April 26 revealed the difficulties the editors had in reassembling their scattered staff. It read:

THE REV. WILLIAM RADER
PAULINE JACOBSON
MRS. FLORENCE DARRAGH
JANE CARR

Please call at once upon Mr. Fremont Older at the editorial rooms of the Oakland Herald, Fortieth street and San Pablo avenue, Oakland. Take key route ferry to San Pablo avenue station.

If the readers of the paper didn't know who these persons were they were not left long in doubt. For on the third page of the same paper was a full 3-column ad.

WAIT FOR THE
GREAT
SUNDAY AFTERNOON
EDITION
OF
THE BULLETIN

On Sunday afternoon The Bulletin will publish a special edition as large as the capacity of its present plant in Oakland will permit.

This edition will contain a complete, well arranged and accurate account of the great disaster, and will be particularly convenient for those who wish to preserve as a memorial record or mail to their friends in other parts of the world a lucid, coherent, full and sane description of the effects of the earthquake and fire. The description and narrative articles in this special edition will be vivid, but strictly within truth. There will be no exaggeration--no straining for effect.

The general articles will be written by JANE CARR, PAULINE JACOBSON, city editor ARTHUR DUNNE and RALPH RENAUD.

MADAM LA BAVARDE will tell how the people of society fared.

HILAND BAGGERLY will recount the adventures of the sporting men.

Every large class of the population will have its special chronicle.

Advertising copy for this special edition should be delivered at the San Francisco Business Office of the BULLETIN, 1708 Fillmore street, or at the Oakland business office, 1058 Broadway not later than noon of Saturday.

The Bulletin was now treating the fire as history.

The Chronicle, along with the Bulletin, was also temporarily published from the presses of the Oakland Herald. The city editor (Bob Magill) of the Herald recalled some of the scenes in a later reminiscence:[1]

> Frank M. (Borax) Smith was one of the owners of the paper. While the earth was still trembling he drove out to our editorial room with a coin sack full of $5, $10 and $20 gold pieces. Placing the sack on the city desk, this is what he said:
>
> "There will be a lot of newspaper boys drifting over here from San Francisco. They will have no money and no means of getting any. They will have to eat and find places to sleep. It all requires cash. Deal this out to them as fast as they show up here. I want no I.O.U's. If any of it is returned, all right. If none of it is returned, that is all right, too. And if there is not enough money in that sack to go round send me word. There is plenty more where that came from."
>
> That money was distributed to the San Francisco newspapermen without question, according to their demands, and I am glad to attest they were a grateful and surprised bunch.
>
> In passing, it will be violating no confidence to divulge that among those who received assistance from the coin sack was M. H. de Young, proprietor of the Chronicle, who, after paying his way across the bay had but a few silver coins left. The fire had closed the San Francisco banks. He accepted gratefully five $20 pieces.
>
> "I came across the bay," Mr. deYoung said with a smile, "to get a shave with real water. This morning I was forced to use Appolonaris and it does not feel so good on the face."
>
> Of course, that was just his little joke. What he had come to the Herald office for was to arrange for the publication of the Chronicle until it could reestablish itself in San Francisco.

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[1] Personal interview with Isom Shepard.

Mr. deYoung's optimism was reflected in his paper. On April 21, while the city was still burning, the Chronicle declared in a flaring headline:

SAN FRANCISCO WILL RISE FROM THE ASHES
A GREATER AND MORE BEAUTIFUL CITY THAN EVER

It was its usual seven-column size, running to six pages. A two-column box notified its carriers to report at its tempoary business and circulation office, 1804 Fillmore street. Along with stories of the disaster it featured a few stories that were more reassuring.

WATER SUPPLY FOR THE CITY ASSURED

TO OPEN EMPLOYMENT BUREAU FOR WHOLE STATE

FOOD FOR HOMELESS THOUSANDS

The paper contained nine columns of advertising, many pictures of the disaster, and lists of missing persons.

The next issue (April 23) ran to eight pages, but its news stories were a bit more pessimistic. A seven-column headline estimated the extent of the damage--

FIVE HUNDRED DIE IN GREAT DISASTER
PROPERTY LOSS IS PLACED AT
$300,000,000

It carried eighteen columns of advertising,and about an equal amount of news. A page was given over to a list of places "Where People Can Be Found."

The next day's issue announced with a seven-column head:

FIFTEEN MILLION IN GOLD FOR THE CITY BANKS

In this issue the advertising exceeded the amount of news by about seven columns. The newspapers did a brisk business in advertising the first few weeks after the fire. All the business houses were anxious to inform their customers of their new locations.On a few occasions the papers were forced to refuse ads for lack of space.

By Thursday, April 26, the Chronicle recognized that the city was gradually becoming less self-centered. It promised to do what it could to satisfy this tendency.

THE OUTSIDE WORLD

> Of what has happened outside of San Francisco during the last week most of us are ignorant as if we had been at sea, and nowhere is the ignorance more dense than among the working journalists.
>
> Our people, however, being now well informed as to conditions at home, and for the most part settled in their minds as to the objects of their own immediate efforts, are clamoring for information as to what is going on in Washington, New York and Oregon,and London, and Russia and elsewhere. They are already losing the self-consciousness of people for the moment in the lime-light and reverting to an interest in their relatives as citizens of the world.
>
> Yesterday, if the general news could have been had, it would have been read with as much interest as any previous time. What the press can do toward satisfying this desire will depend on the mechanical possibility of the telegraph and the available printing presses.

A week and three days after the earthquake the Chronicle took time out to give credit where credit was due. In its issue of April 28 it looks back over the job done by the press.

GREAT WORK OF NEWSPAPERS

HOW SIXTEEN-PAGE EDITIONS ARE ISSUED BY HOMELESS DAILIES

In the great effort to re-establish business houses few can appreciate the extraordinary efforts put forth by the newspapers to serve subscribers daily with the world news.

Probably in no commercial enterprise was greater exertion put forth than to find new homes for the great San Francisco dailies, every one of which was completely burned out, and plants wrecked. This drove the dailies across the bay to the homes of smaller journals, most of which operate with a single press and from 2 to 5 type setting machines.

Commencing with an issue of four sheets, the first day after the earthquake, papers like the Chronicle have steadily grown until they are now issuing a sixteen-page edition. To do this every job printing office in Alameda, Oakland, Berkeley, in fact, every available machine within a radius of ten miles has been pressed into service--and kept working the full twenty four hours a day.

As a sample of the manner in which the sixteen pages of reading and advertising matter was assembled in the Chronicle today, ten columns were set in a newspaper office in Alameda, carried by a wagon to the composing rooms of the Oakland Herald, from where the Chronicle is being issued. Other papers have had to resort to the same expedients, getting part of their matter set up in some instances, twenty miles away. The limited supply of type and paper in the smaller offices to which San Francisco dailies have been driven has also been a great handicap. It has often been necessary for a compositor to distribute a story the same night it was set up in order to secure sufficient type for another story for the same edition.

Despite these obstacles, all the big morning dailies are issued regularly, and subscribers are obtaining their favorite papers as though nothing had occurred. Prosperity is manifested more clearly in the newspapers than any other

> way. It is impossible to meet the demands of the advertisers for space. Many times a day the allotment for space has to be cut, despite the fact that businessmen are ready and willing to pay the full advertising rates with cash.
>
> With all the extra work necessary to get out the papers in Oakland,no effort is being spared to re-establish the plants of the San Francisco papers in their old homes. Many complete Eastern plants have been offered, and, with machines that had already been ordered and which are on the way from the East, the proprietors of the morning papers expect to be publishing papers on their own premises within a few weeks.

Beginning with the April 24 issue the Chronicle ran a daily box entitled "Best News in Brief Paragraphs" in which were condensed the more optimistic news items coming out of the ruined city. In time the news outgrew the box.

The Examiner's treatment of the story was,to understate, sensational. It took a look at the disaster and released all stops. In a chamber-of-horrors mood it splashed headlines over practically half of its white space. In its first issue after the fire (April 20) it chilled its readers with such headlines as:

CITY TOTALLY DESTROYED

FAMINE FACES FIRE VICTIMS

300,000 ARE HOMELESS, HUNGRY AND HELPLESS

OVER 100 KILLED AT AGNEW

BREAD A DOLLAR A LOAF

This issue ran to eight pages. A two-column box contained instructions to the members of its staff:

> All members of the Examiner staff are requested to report for duty at once at the office of the Oakland Tribune, Eighth Street, near Broadway, Oakland. Passes to Oakland may be obtained by applying to Boatman Crowley, at Crowley's Boathouse, Meiggs Wharf.

The story concerning the insane hospital at Agnews was a wild tale of the demolition of the buildings with insane patients running amuck over the countryside. The other stories kept to this high sensational pitch.

By May 1, less than half a month after the fire, it was publishing a 16-page, 7-column paper, still from the offices of the Oakland Tribune. Its appetite for sensation had not been satisfied as witnessed by a 7-column banner across the front page announcing:

STANFORD UNIVERSITY BUILDINGS WERE ONLY SHELLS

The story with this headline purported to show that inferior construction of the buildings of the famous university had left them insecure not only against the catastrophe, the preceding month, but to the mildest of shocks as well. The story was promptly denied the following day by officials of the University who claimed that the institution was constructed according to specifications.

This issue contains 13 solid pages of paid advertising and only 7 pages of illustrations, editorials, features and news. Some typical advertisements of the issue are:

L. Dinkelspiel and Sons

Have temporary location at

1509 Gough St. San Francisco

GULF BAG CO.

Temporary Office

8 Telegraph Ave.

Oakland

All Employees Report There As Soon As Possible

Edison Phonograph

DEALERS

Kindly send your orders for the next thirty days to the Chicago office. Goods will be shipped from there on the same terms as before. Send them new orders for May records, as we have lost all our correspondence and books.

We will appreciate remittances of amounts due us by express in coin or greenbacks at our expense.

WE NEED THE MONEY

Peter Bacigalupi
1107 Fillmore St.

On page 3 of this issue was an artist's 5-column sketch of a relief camp, captioned--

WM. R. HEARST TENT CITY

On the same page was a 1-column head which announced:

HEARST SENDS SUPPLIES
FROM TACOMA

And another:

FIVE BABIES ARE BORN
AT HEARST HALL

The Examiner ran the following notice to its subscribers:

> When receiving the San Francisco Examiner daily by mail will you kindly send in your name or last receipt or wrapper to enable us again to establish our mailing lists which were destroyed in the fire. Address:
> Circulation Department
> S. F. Examiner
> Oakland, California

And this:

IMPORTANT NOTICE

> All persons having horses which do not belong to them are hereby ordered to deliver them at once to 220 Valencia street for identification.
>
> Frederick Funston
> B. G., U. S. A.
>
> E. E. Schmidt
> Mayor
>
> John A. Coster
> B. G., N. G. C.

All in all the San Francisco press' coverage of the disaster, while hysterical enough, did not rise to the heights of imaginative writing that characterized some of the dispatches sent to papers outside of the city and state. The San Francisco reporters, like the other writers, were at first more interested in the dramatic quality of their stories than in their authenticity, but after a few days, possibly cognizant of the effect this might have on the city's future, they pulled themselves down to reality.

As early as one week after the earthquake the Call, which gave the soberest report of the disaster, began to check up on some of the dispatches being sent to the Eastern papers. In its issue of April 25 it printed the following editorial:

WORKS OF THE IMAGINATION

> The fire and its tragic incidents seem to have stimulated the imagination. The result is coming back as we get the files of papers from outside the state. One dispatch dated Oakland says that when the Post office building in San Francisco "was razed" eleven postal clerks were buried under blocks of stone weighing half a ton and under such avoirdupois circumstances they, of course, were "buried in a living tomb." This is not all.
>
> The imaginative writer of the dispatch used all of the resources within reach. After he had buried the eleven clerks under stone and iron, then he passed the fire over them, and they were, like meat, skewered and put to bake in the oven. At this point the writer tells us that "their better judgment gave way to brutal instinct and they fought and chased each other in their frenzy, not knowing for what they fought nor what the result would be." At last he rescued them. They are found by a party that was recovering letters from the ruins of the Post office.
>
> As the fire had been made to pass and nearly bake the eleven clerks "in their living tomb"; the letters must have been written on salamander skin. The searchers found the first "inanimate form". When "fresh air reached the lungs" it rallied and told where the others could be found and the writer's imagination rescued them all; at first they were "limp", of course, but soon "convulsive movements" indicated that "the spark of life" was still in a mood to "flicker" and in a few minutes they were "telling their tale of horror". All this happened as the dispatch states when the post office building fell and was afterward burned.

The post office building remained comparatively unharmed.

Compared to dispatches as indicated by the above, the San Francisco press remained closest to sanity. The fact that its readers lived at the scene of the disaster and had firsthand access to check what they read, no doubt, kept it from going as berserk as did certain organs of the out-of-state press.

III.

The energetic Examiner was the first of the newspapers to re-establish itself in San Francisco. On Sunday, May 13, less than a month from the time of the earthquake, it issued a 12-page magazine section, a 16-page news section, and an 8-page editorial and advertising section. And across page 1 of the news section was a 7-column box which read as follows:

> The Examiner is today printed in San Francisco, being the first newspaper to re-establish its plant in the new and greater city. Its new quarters are at Spear and Folsom streets.
>
> Today's issue of the San Francisco Examiner is printed in San Francisco. What that means may be better appreciated when it is realized that practically all the machinery had to be brought by express from the East; two buildings had to be constructed; arrangements had to be made for light and power and all the complex paraphernalia for not only printing a newspaper but distributing it as well had to be installed and in less than four weeks from the time that the old Examiner building went up in smoke and down in ruins.
>
> The Examiner's confidencein San Francisco which was not shaken by the earthquake and fire is stronger than ever and to emphasize its faith in the future of San Francisco the Examiner determined that it should be the first great newspaper to re-establish its plant in the city.

> This determination has been carried out. Before the old Examiner building had been destroyed and while the flames were still extending up Mission street toward it, messages were already under way calling for typesetting, stereotype and press machinery which was started for the Pacific Coast before there even had been time to pick out a site for the building they were to go in.

On June 22[1] the Chronicle was back. It heralded its return in two columns on the front page of that day's issue --

> The Chronicle is now in its old home. In exactly two months and three days after the great fire drove it from the Chronicle building at Kearney and Market streets, it has returned, and from this time on will occupy its regular quarters. Yesterday the editorial department was installed in the temporary rooms that have been fitted up on the mezzanine floor of the Chronicle building.
>
> The new home of the editorial department of the paper is exactly the same location as before the fire, only six floors lower, as it was installed on the seventh floor of the building before the fire. It will be located in the present quarters until the new building has been completed, and then the editorial department will occupy the whole of the third floor of the new building. These will be permanent quarters of the department, and it is expected that they will be in readiness in about two months. They will be even more commodious and luxuriously equipped than they were before the fire, and it is safe to state that no paper in the country will be

---

[1] Both John P. Young in his "History of Journalism in California," and the history of the Chronicle written for the Diamond Jubilee number of that paper (January 28, 1940) give different dates as to the return of the Chronicle following the fire. The above is probably correct.

more comfortably housed than the Chronicle after the present plans have been finally completed....

The Chronicle, driven from its home, was forced to take refuge in the upper part of the city, and was among the first to settle on Fillmore street. The main business office location at 1804 Fillmore and rooms were secured for the editorial department across the street. The accomodations were cramped, and as the paper was forced to print in Oakland at the plant of the Oakland Herald, there was considerable difficulty in handling the copy so far from the presses. A large amount of matter had to be sent to Oakland over the wire. But now in its pressroom in the Annex, the Chronicle has the monster sextuple Hoe press, which by a fortunate chance had been ordered before the fire. In addition to this there is a double supplement press by the same maker, and another sextuple press is being constructed in the east....

In the center of the burned district the Chronicle will stand as an example of the spirit of the new San Francisco. It will be able to feel and appreciate the many municipal problems that will face those who are building the new city from the ruins of the old.

Two days after the Examiner came back to the city the Bulletin established a temporary publication office over a cold storage plant at Sansome and Lombard streets. The issue of May 15 carried this notice:

THE BULLETIN'S
PUBLICATION OFFICE IS AT
SANSOME AND LOMBARD STS.
SIXTH FLOOR MERCHANTS ICE AND
COLD STORAGE CO'S. BLDG.

Watch for the New Bulletin Building in Market street.

The Bulletin In Its New Home Will Have The Best Newspaper Plant That Brains Can Build And Money Buy.

> For years the Bulletin has been the best and most distinctive afternoon newspaper in America. The afternoon newspaper is the paper of the present and the future and the Bulletin will be better than ever.

Always 14 Hours Ahead

On May 15 the Bulletin published the following interesting account of the troubles it had in re-establishing its publication office in San Francisco:

> Today for the first time since the fire destroyed equipment of every San Francisco newspaper published, the readers of the Bulletin are served with a paper which is the product of its new plant established and operated in the city. All of the work necessary for the production of this edition has been done in San Francisco, and the Bulletin is proud to say that no other paper has been able to do so much in the work of replacing that which was destroyed. No San Francisco paper faced such a tremendous obstacle as that which confronted the Bulletin on the day after the fire, and no other paper has a plant as complete and modern in all its parts as that on which the Bulletin today is printed.
>
> The fire of April 18 swept the entire plant of the Bulletin-presses, type, stereotyping machinery, typesetting machinery, engraving and etching appliances, everything went in the sweep of the flames over the downtown portion of the city. To restore this mechanical equipment, and do it quickly, was the task which was taken up ere the fire had died out over the smoldering ruins of the Bulletin building. Not a moment was lost in taking the preliminary steps that have resulted in the splendid plant from which this paper is issued. Readers of the Bulletin may be interested in knowing how this was done.
>
> The first step taken by the proprietors of the Bulletin was to make application to newspapers in every large city in the East for the loan of one or two linotypes. At the same time the Mergenthaler company, which manufactured the machines, was asked to supply as many new ones from their factory as it could.

Three papers of the East agreed to supply the Bulletin with one machine each, and it seemed as though no better arrangement than this could be made, for it was believed the Mergenthaler company would be unable to turn out the machines from its factory in less than six months notice.

But in the midst of these negotiations came word from the Mergenthaler people that machines had been shipped and were already on their way to San Francisco, and at once rush orders were given to forward them to San Francisco by express. They were placed on board the car at New York, hurried across the continent, and at times being attached to faster passenger trains of the Southern Pacific system. The task of getting them to the coast was almost as great as that of the original difficulty in procuring them. The press of traffic on the railway system was very great; relief trains were crowding the railroad yards and congesting the tracks; cars when hauled into the yard were liable to be lost and left many miles from their destination.

Through all of these difficulties the car containing the machines for the Bulletin went, and at times all trace of it was lost. This all meant delay in the work of rebuilding the equipment of the paper. But at last the car was gotten to the Oakland yards, brought across the bay and unloaded, and eight brand new machines, fresh from the Mergenthaler factory, are now in operation in the new home of the Bulletin, while others are on the way to complete the equipment.

Meanwhile the Bulletin was without a press. Telegrams were sent to a number of coast papers asking for the loan of a press, but to no avail, until word came from C. B. Blethen, proprietor of the Seattle Times, that a press might be had in that city, one being in the storehouse under the order of the Hoe Manufacturing Company of New York. This was the first intimation that the Bulletin had received of the fact that there was such a press in Seattle, and acknowledgment is here made of the extreme courtesy of Mr. Blethen in apprising the Bulletin of this fact.

Then came the task of getting the press for the Bulletin. It was necessary first to get the

> consent of the Hoe people and this at a time when the telegraph companies were overloaded with messages, many of which could not be delivered for days after filing, and many were not sent by wire at all, but were dispatched by mail. But the Bulletin got a message to the Hoe company and back came word that the Bulletin might have the press. Another message and reply, both subject to delay, brought the consent of Mr. Blethen to attend to all the details of shipping the big piece of machinery to this city. Mr. Blethen gave his personal attention to this duty, rendering most valuable service, but when the machine was ready for shipment it was found that the press was without rollers. So a representative of the Hoe company had to be sent to Portland where the car was opened, the roller forms taken out and sent to a factory, where new rollers were made, the San Francisco factory having been destroyed, and then sent on to San Francisco and the press. Reaching the Oakland yards of the Southern Pacific Company, the car was brought to this city and the press unloaded upon the foundation which had been prepared for it.

A week later the Call was home in its old office in the Claus Spreckels building at Third and Market streets. The entire inside of the building had gone up in smoke, but the foundation and the walls were not seriously damaged. The building was repaired to the extent that business could be carried on and the paper was printed on one of the presses that was salvaged from the basement of the building. Later two other of the Call's presses were recovered and put to use. On May 23 the Call announced its homecoming in a three-column box on page one.

THE CALL IS HOME AGAIN

> The Call is issued this morning from its home in San Francisco. The strenuous days of meager printing plants are over, and the grateful

> words of thanks have been said to the good friends across the bay who gave us aid. With a big equipment of linotype machines and with presses that hum the joyful song of large and swift editions, the campaign of The Greater Call is on.
>
> The entire plant is now located in the Claus Spreckels building at Third and Market streets, where temporary quarters have been fitted up for occupancy until the repairs of the building are begun.
>
> Spare no outlay to provide the best newspaper equipment on the Pacific Coast was the desire expressed by the proprietor, and as a result every department of the Call is now far stronger than ever before. With several machines added to the composition department, with presses of capacity that marvelous inventive genius of the present day has constructed, with stereotyping and picture-making appliances the best that money can buy, the mechanical phase of newspaper production is now fully assured.
>
> The staffs in the various departments are back in their places, undiminished in number and fired with a new enthusiasm. The keenest of journalism will continue to prevail in the service of the paper and proudly again will be floated the banner with its acclaim, well earned in the past, but better in the future, that The Call prints more news than any other paper published in San Francisco.

With pardonable pride in their achievements during the disaster, and with glowing promises to aid in the rebuilding of the new city the newspapers had all now proudly marched back into the ruined city. The gentlemen of the working press had done a comparatively adequate job in their task of covering the earthquake and fire. The task of leading the way in the rehabilitation of the city would concern more directly the proprietors and editors who formed the policies of the

papers. Everyone was aware that there were many disadvantages to the old city that could now be remedied in the building of the new. San Francisco, located on one of the most naturally beautiful sites in the world, had been built too fast. As a child of the gold rush it had mushroomed with little regard to permanence or adequate facilities for a metropolis. The streets were narrow and congested. The buildings thrown up haphazardly, with thoughts only for a quick profit, were unsightly and flimsy. Like Topsy the city had "just growed." It was ugly.

Now it had the opportunity to begin all over again. And no institution in the city could have been more influential in directing this rebuilding than the press. It gave over pages of its valuable space to the finding of missing persons. It assisted in the organization of relief camps, and one paper, the Examiner, established its own relief camp. It carefully watched over the spending of the relief money. After the first few days the press prevented a mass exodus of people and capital from the city by publishing reassuring statements on the limitations of the disaster, and glowing pictures on the future greatness of the city. On April 23, one week after the earthquake, Fremont Older published an editorial in the Bulletin, the tone of which was followed by the other papers.

COMMON SENSE PREVAILING OVER HYSTERICAL TERROR

It is the element of mystery in an earthquake

LISTS OF MISSING PERSONS

ADVERTISEMENTS

LISTS OF MISSING PERSONS

One of the most important functions of the press during the crisis was the publication of lists of missing persons.

ADVERTISEMENTS

The newspapers did a land-office business in advertising following the disaster. Business firms anxious to inform customers of new or temporary locations hastened to insert ads.

WHERE TO FIND YOUR MISSING FRIENDS

LIST OF REFUGEES

MAP SHOWING BURNED DISTRICT OF SAN FRANCISCO

WHERE REFUGEES HAVE FOUND SHELTER

NOTICE!

TEMPORARY RELIEF OFFICE

Hilbert Mercantile Co.

314 Haight, near Fillmore

NEW YORK LIFE INSURANCE COMPANY

NOW ESTABLISHED AT

ATLAS BLOCK, 604 MISSION STREET

Records and papers are all saved. Money loaned by check issued on terms of policy at 5 per cent per annum, on deposit of policy. Loans of $500 or more loaned from New York. Employees and agents report. Premiums may be paid. Reports prompt; any death losses and all facilities will be offered for obtaining immediate proofs of death

Wm. H. Harris, Inspector of Agencies
Fred C. Bedding, Cashier

OAKLAND OFFICE, CENTRAL BANK BUILDING

The Pelton Water Wheel Co.

HAS TEMPORARY OFFICES AT

1259 ALICE ST., OAKLAND, CAL.

Clinton Bridge and Iron Works

Contractors and Manufacturers

OF

STRUCTURAL STEEL

ALL ORDERS FOR EITHER PLAIN OR FABRICATED MATERIAL WILL RECEIVE PROMPT ATTENTION.

TEMPORARILY LOCATED AT

1001 Twenty-Second Avenue

EAST OAKLAND

PHONE EAST 10

O. A. WILSON, Gen. Western Agent

MADISON & BURKE

REAL ESTATE AGENTS

Located Temporarily At

2128 FILLMORE ST., NEAR SACRAMENTO

Clients, Send Us Your Addresses

METROPOLE TRUST AND SAVINGS BANK

Is temporarily located at

1130 EDDY STREET

SEATTLE RELIEF HEADQUARTERS

Washington, Idaho or British Columbia People needing assistance, apply to

San Francisco, 9 Mission Street,
Oakland, Athens Hotel.

E. E. CAINE,
A. L. HAWLEY,
WALDO RICHARDSON,
Seattle Relief Committee

Office of

W. P. FULLER & CO.

We have moved our San Francisco office temporarily to our Oakland Store, 453 Twelfth street. While our San Francisco store and two warehouses have been destroyed, our factory and glass warehouses are intact. We shall resume operations at our factory in a few days, and in the meantime are fill orders for goods in our line from our branch stores. Kindly send your orders to our nearest store.

W. P. Fuller & Co.

NOTICE!

M. J. Brandenstein & Co.

of San Francisco
Are At
476 Seventh St.
OAKLAND

M. J. B. Coffee

WHY?

and

Free Tea

Will be ready for delivery very shortly.

A. Schilling & Company

that terrifies. The direct loss of life from the earthquake last Wednesday was less than the loss of life caused every summer in any large Eastern city by sunstroke. Those very tourists from the Atlantic seaboard who left San Francisco in a panic after the great shaking will spend most of the summer serenely in New York or some other city where people will die every day from the heat.

San Francisco will recover quickly and permanently from this calamity, as Chicago and Baltimore have recovered from fires, as Galveston recovered from flood, and as St. Louis recovered from the tornado.

While the destruction of the city brings great temporary loss, and much suffering upon its inhabitants, the keener minds already see in the situation a great opportunity as well as a great misfortune. The fire has solved many vexatious problems and has removed the obstacles in the way of numerous reforms and improvements. From the ashes of the old city will rise a great metropolis, solidly build, a monument to the courage, energy and good sense of the men of San Francisco.

There is no disposition to despond. Owners of land are holding their property at the old values and the shrewd speculators who expect to make great fortunes by buying realty at panic prices from scared owners will be unable to make the bargains of which they dream.

Perhaps Mr. Older was straining a point but the editorial had its effect.

Typical notices indicate how the press assisted in reorganizing the disorganized community.

E. E. HINMAN, at Touraine Hotel, Oakland, would like to find Mrs. Hinman, wife, in San Francisco.

BYRON J. MAXIM, if you are living, come home; your mother is crazy; bring May, Bessie and the boys; mother will shelter them.

MRS. W. J. LANE can find W. S. Lane at 2122 Ashby Ave., Berkeley.

INFORMATION and whereabouts of Mrs. C. P. Herman. Address C. P. Herman, Savoy Shoe Store, Oakland.

ANYONE knowing of the whereabouts of Mrs. M. A. Healy will please communicate with her son, Fred A. Healy, 1305 Madison.

ANYONE knowing whereabouts of Julia Reddon, age 9 years, send word to Mrs. Pike, R.D. No. 2, Mail Box 115, Stockton.

E. KAPPENMAN--Are all safe at 355 B. St., Oakland. Cannot get back.

Papa

WILL THE GENTLEMAN with small wagon who took trunk for lady on Franklin street near Hayes in San Francisco, on Wednesday morning, the 18th, and said he would take it out on McAllister street, inform her where it was left? Will be well rewarded. Miss A. Chelemens, 2229 Elm St. Oakland.

RED FEATHER--Address Oakland Elks.

Daddy

MME. ROUX is in Lafayette Square.

LOST--Husband, Mrs. Henry Van Groenwald and son are located on Polk and Bay sts. S.F. on a hill. Husband please take notice.

ANY FRIENDS of Mrs. C. W. Baird who need shelter come to her. 449 Page St.

WOULD MARRY at once if I could get nice woman between 30 and 40; no children; have 2 trades; sober; can give good reference; I want to help some one go away Tuesday or Wednesday. Call for E. 568 17th St.

MRS. ANNIE LARKIN call at 2715 Sutter St. immediately.

Clarice

THE THREE GENTLEMEN who carried the young man dressed in a pink night-shirt from the burning building at 1124 Howard street, near Seventh,

> kindly confer with a heart broken wife and baby at 325 Paris street, San Francisco. If he is not alive, can we recover the body.
>
> Mrs. J. L. L.

Another service the newspapers performed for the public, although their private interests were concerned with it, too, was in putting pressure on insurance companies for full payment of their liabilities. It appears that an organized campaign was inaugurated by the press to this end. Columns of space were given to stories purporting to reveal the unpleasant consequences that would happen to any company that would not recognize its responsibility: Any welching would be given wide publicity and the offending company would be forbidden ever after to operate in California. As a consequence of this San Francisco was able to recover 80 per cent of its insured losses, as compared to only a 50 per cent recovery by Chicago after her great fire. And the property loss in Chicago was only about half that suffered by San Francisco. The fact that some insurance companies were already in bad odor as a result of the recent Hughes investigation contributed to this favorable settlement. Only five of the 106 companies that had risks in San Francisco pleaded bankruptcy. These were mainly foreign companies.

But if the newspapers are given credit for doing admirable work, in these aspects of rehabilitation they must be given a debit entry on the way they led, or followed unwise leadership, in the actual rebuilding of the city. Their

editorials rang with stout-hearted words on the beauties that were to be in the new San Francisco, but in the final push that would have made these beauties realities they yielded to those influences which were intent on making quick profits. San Francisco is still ugly in some aspects of the city's lay-out. Its traffic arteries remain inadequate for the demands of the metropolis. Sections are overbuilt and overcrowded. The story is easily read in the editorial columns of today's newspapers.

The need for civic improvements was recognized long before the fire made these improvements possible. Coincidentally, just a few months before the disaster an organization called "The Society For The Adornment And Beautification Of San Francisco" had requested a Chicago architect, D. H. Burnham, who was a prominent city beautifier, to work out a comprehensive plan of streets, boulevards and parks for San Francisco. Mr. Burnham recognized the remarkable natural beauties of the city and went to work with great enthusiasm. He submitted a plan that was "intended to combine convenience and beauty in the greatest possible degree, without radical changes." It was estimated that the plan would cost $50,000,000 and that it could be accomplished in fifty years. That was before the fire. The plan was favorably received by the public and half-heartedly endorsed by the press, although it expressed the thought that $50,000,000 was a lot of money and fifty years a long time.

But the fire altered both the time and money elements. The newspapers led public opinion in demanding now a beautiful as well as a new city. Just three days after the earthquake and before the fire was quenched the Call headlined a news item:

WILL RISE AGAIN IN SPLENDOR

WITH UNDAUNTED SPIRIT SAN FRANCISCO
FACES THE FUTURE, CONFIDENT
THAT ALL IS WELL

It said in part:

> San Francisco has demonstrated the courage and confidence of her citizens by declaring to the world that assistance will not be solicited from cities other than those in California. The spirit of the hour is that the city will rise again in renewed splendor, and in such form that the dream of beautiful San Francisco will be realized....

An editorial in the same issue followed this up with--

> The future opens in a long and charming vista. The new city will have the charms of the old and more. Really what has happened is merely the clearing of the foundation upon which is to be built the city beautiful--the San Francisco that is to be. Watch us.

Three days later (April 24) the Call gave its entire front page to stories on the rebuilding of the city.

WORK TO BEGIN AT ONCE
NEW CITY TO DEFY FLAMES

DEMAND FOR
ARCHITECTS.
PLANS ALL ON
A BIG SCALE

BRAVE MEN
WILL BUILD
NEW CITY

> Long before the ashes of the city that was shall have cooled plans will be completed for the reconstruction and restoration of the majority of San Francisco's substantial business buildings.
>
> President Maestretti of the Board of Public Works fairly voiced the sentiment of his associates yesterday when he said:
>
> "The new San Francisco must be composed of buildings that shall be proof against any serious damage from a temblor such as the one that primarily caused the great catastrophe.
>
> "In the matter of having wider streets, too, we need no further demonstration than was afforded by the checking of the fire at Van Ness avenue. Difficulty may be experienced in gaining the consent of some property owners to the reduction of their realty, which is essential to making the thoroughfares wider, but I believe that common sense will prevail in this matter as in all others pertaining to the reconstruction of the city."
>
> The impression has gone abroad that the new residences to be erected in San Francisco are to be mere bungalows as a protection against earthquakes. This is a mistake as plans have already been made for the erection of costly and beautiful homes on Presidio Heights.

The story under the head "Brave Men Will Build New City" closed with these portentous paragraphs:

> Finally, the enthusiastic plan to make the ideal city on these Pacific shores is not a dream. Genius, capital and human industry are gleaning the harvest fields of opportunity for the making of a great city of the gateway to the Orient. From Harriman to Schmitz, from D. O. Mills to Flood and Phelan, throughout all the offices and shops over which hard-headed business men rule there is hope to believe and courage to essay. The men who do things, the builders of modern cities and states are eager to expend their money, their brains and their energies in the very spot which historic San Francisco abandoned on Wednesday for its unborn successor.

> Fate rang out the old city and its faults and fate as irresponsible as the tides of the Golden Gate will ring in the coming San Francisco with its greater opportunities and manifold beauties.

On April 24 the Call issued an insistent editorial in which it promised to enlist itself for the "duration" to make San Francisco a safe and beautiful city.

> Our architects and builders will apply to the new city we have already begun to build the suggestions of our recent experiences, and as the real San Francisco rises it will be seen that no device nor provision that can make it as safe from fire as the bottom of the sea will be omitted. When it is finished it will burn again only when the caves of the ocean burst into flame. The Call is insistent on that point for future safety....As long as oxygen and carbon exist and fulfill the laws of combustion, just so long is every city that has not protected itself sure some day to burn....In our haste to resume business let us make certain that business shall never again be suspended by conflagration. When people can say, from the equator to the poles, San Francisco is the safest city in the world from fire, then this will be the greatest city in the world. There is no sorcery about it. No conjuring is needed. Protection lies in the city's ground plan first and in our methods of construction next. The first is up to the civil engineers. The second is up to the architects and builders. As it, for the "safe City," that it may be said there was a city and there came a great king against it and besieged it, but there was found in it a wise man, and he by his wisdom delivered the city.[1]

The other papers took this same forthright attitude. On April 25 the Bulletin said editorially:

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[1] Quoted as printed with minor spelling corrections. There was an obvious lack of copy reading of the papers at this time.

A TIME FOR MEN TO STAY AND WORK
NOT TO RUN AWAY

> Now that the women and children are in safety and the provisioning of families has been reduced to order, let every man in San Francisco turn his hand and brain to the work of building up the new city....San Francisco calls upon every thinker, every man of organizing and executive ability, every skilled craftsman, every laborer, to stand by in this crisis and to do his full share in the vast constructive enterprise which the community has undertaken....
>
> Men that leave the city in these days are not only cowards and weaklings, but they are fools as well, for the calamity has opened up an epochal opportunity to enterprise, courage, industry and intelligence....

By May 2 the Bulletin had gotten down from the field of rhetoric and into reality. It said editorially:

FLIMSY HOUSE CONSTRUCTION

Exhibited by the Earthquake

> ...Having learned the lesson let us profit by it. The building ordinance must be made strict and must be strictly enforced. Buildings in the residence districts must be made strong, as well as buildings in the business districts. If this be done the city will gain greatly not only in solidity, but also in architectural beauty.
>
> People are now erecting as temporary structures, wooden buildings which unless precautions be taken by the authorities they will not remove for years. It would be a pity if property-owners taking advantage of the present looseness, were allowed to encumber main streets with wooden structures that should be eyesores and firetraps in years to come.

Nor were the city's fires out before the Chronicle began making great editorial plans for it. On April 22 it said:

> The rebuilding of the city will go on more slowly,but will be on lines of greater strength and solidity than before, and it will take time to obtain the materials....the new San Francisco which we are about to build shall be architecturally, financially, commercially and morally, far greater in power, influcnce, beauty and the respect of mankind than the old city in whose ashes we shall lay its foundations.

On April 25 the Burnham plans came into the news as reported by the Chronicle. It featured a two-column story on the large business concerns that were ready to rebuild according to "the suggestions embodied in the report of Architect Daniel H. Burnham for the adornment and beautification of San Francisco." Possibly it was based on wishful thinking but it revealed the temper of the town on this matter, if not that of the businessmen. Two days later (April 27) in a naive story it quoted the city engineer on his department's new plan for the city.

GREAT BUILDINGS TO RISE AMONG ASHES

PLANS FORMED TO ERECT MAGNIFICENT STRUCTURES

WIDE STREETS AND PARKS

> The engineering department of the city under City Engineer Thomas P. Woodward is already working the plans into shape. Streets will be changed, driving thoroughfares widened and beautified, and property will be condemned wherever and whenever such process will work to the general good of the community.
>
> "This is our opportunity," said Woodward yesterday. "It is for us to now make the city that we have dreamed of in the past as it should be. As great sections are to be rebuilt, I think that all public-spirited citizens will agree that they should be rebuilt along the lines of art."

The Examiner did not lag in the urgings for a new and beautiful San Francisco. On April 22 it had this to say on Mr. Hearst's home town:

> San Francisco has an unparalleled opportunity before it. The city is to rise again greater than before, and the ground has been cleared for building it in the ideal manner.
>
> Mistakes of the most serious character were made in the original laying out of the city. It has been the standing lament that they could not be corrected on account of the expense of cutting out miles of buildings that had been put in the wrong place.
>
> Now is the time to correct these mistakes. A commission headed by men like Professor Zueblin and D. H. Burnham working with local business men and lawyers could solve the problem and give San Francisco a chance to become all that its people have wished it to be.

And this on April 23--

> ...It so happens that there has been specifically drawn up most elaborate plans for the beautification of San Francisco--published a few days before the fire.

And on April 25 it came out for the Burnham plans--

> From the tenor of the discussions in progress it is very evident that the majority of thinking persons believe an effort should be made to re-erect on plans outlined by Architect Burnham.

On May 19 the Examiner was pleased to report a statement from D. H. Burnham on its front page:

> D. H. Burnham said Thursday, addressing the committee on widening streets:
>
> "My judgement is that if you attempt to do a very meager thing you will not carry it, because it will not appeal to men of far-seeing vision. I am talking of the commercial aspect

> of it. Look at Paris. Such improvements bring people to town.
>
> "If the work is done right you can put San Francisco far ahead of all other American cities as a place where men with money will want to come and live.
>
> "I do not know whether you can get the money, but I do know that large sums can be obtained on a future which is a well established certainty. That certainty is that the town will be the most convenient and the pleasantest accessible in America.
>
> "Where rich people go is where men prosper. It is so in Paris."

The tide for making the new San Francisco the Paris of America was sweeping hard. It carried up to the Board of Supervisors, and on May 1 the newspapers announced that the Board had decided the change the building ordinances. It also requested the Mayor to select an "advisory" committee of engineers to "advise" as to the best regulations to be put into force. Had the citizens known that this Board of Supervisors was soon to become known as the "boodle board,"[1] and that their mayor was to be indicted for graft they might have looked twice at that word "advise." This advisory committee was of course impotent and became merely a front from behind which the officials carried on their machinations. Revelations were to come later, but now the city was in fine, enthusiastic fettle and considered everyone's motive to be that for the common good.

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[1] See "The System," by Franklin Hitchborn, Chapter 13.

The Call was still weaving its airy editorial dreams. On May 5 it wrote:

> What is the new city to look like? What will arise on the broad slope of that noble hill heretofore known as Chinatown?
>
> There are sites fit for Grecian temples. Will the predominate hue of our new buildings be a Quaker drab as heretofore, giving us a sackcloth and penitential aspect, or will we blossom out in warm and cheerful tints? Man, though he may not realize it, puts his individual temperament into the house he builds. What will the new San Francisco look like?

Had the editorial writer noticed a significant little story in the news column of that same issue he might have packed his dream of Grecian temples away before he gave it print. It was a declaration of the executive committee of the San Francisco Clearing House. It read:

> The executive committee of the San Francisco Clearing house has had brought to the attention movements on foot directed toward securing for the city of San Francisco financial assistance from Congress or elsewhere. While these measures are doubtless intended for the best interests of the city the committee is satisfied that some of them are ill-advised and that sight has been lost of the distinction between what could properly be expected for suffering people in the way of charity, and what the business community can count upon as fair and reasonable financiering.

Why should the banks fear new money coming into the city?

Items such as these now forecasted a changing tone in the editorials. Examiner May 19:

THE BURNHAM PLANS

TEMPORARY OFFICE
THE SAN FRANCISCO CALL
1651 FILLMORE ST.
PHONE WEST 956.

THE SAN FRANCISCO CALL

OAKLAND OFFICE
THE SAN FRANCISCO CALL
1016 BROADWAY

VOLUME [illegible] — THE SAN FRANCISCO CALL, TUESDAY MAY 22, 1906 — PRICE FIVE CENTS.

ALL ARE AGREED ON AN ELABORATE STREET SYSTEM FOR CITY OF SAN FRANCISCO.

The Committee of Forty yesterday adopted the report of the sub-committee on the new system of streets for San Francisco. Much enthusiasm marked the acceptance of the plans. The report was communicated at once to the Board of Supervisors and that body gave its full approval forthwith.

Committee Adopts Burnham Plans and Board of Supervisors Announces Its Approval

Widening of Geary Street One of First Projects to Be Considered by Board.

TO BE KNOWN AS GEARY-TO-THE-SEA

Great Undertaking of Improvement to Be Taken Up at Different Periods.

POSTERITY TO HELP IN THE PAYMENT

THE SAN FRANCISCO CALL
JOHN D. SPRECKELS — Proprietor
JOHN McNAUGHT — Manager
TEMPORARY OFFICE . . . 1651-3 FILLMORE STREET, S. F.
PHONE ..... WEST 956
OAKLAND OFFICE . . . . . 1016 BROADWAY
PHONE ..... OAKLAND 1063

AN INTERESTING OUTLOOK.

For several years to come the San Franciscan who looks beneath the surface of things will find an interesting feature to contemplate. We are now about to build a new city on the site of the one just partially destroyed by fire. What is that new city to look like? What will arise on the broad slope of that noble hill hereafter known as Chittenden?

There are sites all for Corinthian temples. Will there be another Latin quarter, and if so, where? Will our future fruit and vegetable markets again be located in remote corners and over the complex odors of the bilge of the ebbing and flowing tides or in high airy and pleasant places to frequent? The markets have always been one of the sights of San Francisco and should be made attractive and sanitary.

Will the predominant hue of our new buildings be a Quaker drab as heretofore, giving us a sanctimonious and puritanical aspect, or will we blossom out in warm and cheerful [illegible] Individual temperaments [illegible] San Francisco look like.

SAN FRANCISCO CALL

JOHN D. SPRECKELS ..... Proprietor
JOHN McNAUGHT ..... Manager

EDITORIAL ROOMS AND BUSINESS OFFICE . . . . . CALL BUILDING
CORNER THIRD AND MARKET STREETS, SAN FRANCISCO.

OAKLAND OFFICE . . . . . 1016 BROADWAY
Telephone ..... Oakland 1063

FRIDAY ..... MAY 22, 1868

LET THE BUSINESS MEN ALONE.

Opposition to the rearrangement of the downtown business streets proposed by the Burnham committee is increasing daily and becoming impatient. As The Call has repeatedly said, the urgent necessity at present is to get back to trade again, restore the commerce of the port and set the tides of money and merchandise flowing once more. Everybody connected with the mercantile interests of San Francisco recognizes this urgent necessity and the advocates of the Burnham plans should have the tact to respect it.

The business men are not to be trifled with in this matter. They hold the purse strings and control the town, as they should their part of it at least. They know what they need better than anybody else and will eventually get it. Let no dreamer or theorist think otherwise.

The situation has been so frequently and emphatically stated since the fire that it is surprising the beautification promoters still press their projects for rearranging the streets when they must know if they are not blind and deaf, that their insistence will come to naught. Furthermore, they should be sufficiently discriminating to realize that it is not safe to antagonize the bankers and merchants of the city whose support they will need in all their future projects and which they will surely lose if they persist in forcing their proposition upon unwilling and impatient financial and mercantile interests which are the governing forces of the city and without the support of which everything else eventually falls to the ground.

Nobody in San Francisco objects to civic adornment, as the beautification of the city is now styled. This has been stated so often that it is becoming stale. But there is a time for everything, and this is not the time for touching up our complexions and dressing our hair before a mirror. The city has burned down and the task now before us is to get it rebuilt as soon as possible. We want to get down to shirt sleeves and work, not dream in silks and perfume.

There is plenty of room for the beautification committees to proceed with their praiseworthy civic adornment without invading the downtown business districts where they are not wanted. That is the plain English of it. "Hands off!" "No substitutes!" "Keep out!" are signs at once visible on the face of the downtown merchant when he is asked to neglect his present pressing business of getting back his trade to waste his time in listening and endorsing propositions to ornament his district.

There is a vast area outside of the business district where the civic adornment advocates can proceed unmolested. There are tens of thousands of acres of parks, streets and unoccupied lands where the committee can give full play to their landscape gardening without opposition from anybody. If they can make the new city more beautiful and attractive to themselves and our visitors they will be assisted in every possible way by the very merchants whose antagonism they are now provoking.

Let the business men alone. Let them go ahead in their own way, which is practical, and in their own time, which is now, to turn their merchandise into dollars and their dollars into general circulation for the benefit of the general public.

Let them and their commercial district alone. They know what they want better than anybody else. If they are left alone they will go ahead and rebuild their destroyed stores and warehouses and probably put a broad four-track belt railroad around their water front and save more money by it in five years than the beautifiers of the whole city west of Union Square will ever. "Chacun son metier, as the French say. "Every man in his own trade."

THE INSURANCE ADJUSTMENT

M. H. DE YOUNG WILL FIGHT BURNHAM PLANS FOR DOWNTOWN AND BUSINESS MEN'S ASSOCIATION IS WITH HIM STRONGLY.

[illegible] Widening of Streets as Proposed Demands [illegible] With the Needs of Property Owners [illegible]

Streets and a Greater Paper Will Now Be Made

The Call is issued this morning from its home in San Francisco. The strenuous days of meager printing plants are over, and the grateful words of thanks have been said to the good friends across the bay who gave us aid. With a big equipment of linotype machines and with presses that hum the joyful song of large and swift editions, the campaign of The Greater Call is on.

The entire plant is now located in the Claus Spreckels building at Third and Market streets, where temporary quarters have been fitted up for occupancy until the repairs of the building are begun.

Spare no outlay to provide the best newspaper equipment on the Pacific Coast was the desire expressed by the proprietor, and as a result every department of The Call is now far stronger than ever before. With several machines added to the composition department, with presses of capacity that marvelous inventive genius of the present day has constructed, with stereotyping and picture-making appliances the best that money can buy, the mechanical phase of newspaper production is now fully assured.

The staffs in the various departments are back in their places, undiminished in number and fired with a new enthusiasm. The keenest of journalism will continue to prevail in the service of the paper and proudly again will be floated the banner with its acclaim, well earned in the past, but better in the future, that The Call prints more news than any other paper published in San Francisco.

Declares That Geary Street Project Is Absurd.

UNWILLING TO GIVE AWAY HIS PROPERTY

ARMED GUARDS MENACE PACIFIC GROVE CHINESE

Celestial Land Owners Are Kept Off Their Property by Display of Force.

THREE LEPER CASES SAID TO HAVE BEEN CURED IN THE SOUTH

Louisiana Specialist Makes an Interesting Report to Governor

Patients Are Discharged After a Short Course of Treatment

KENTUCKIANS MUST DRINK WATER OR GET IN THE WET

Sunday Closing Law Is Rapidly Enforced in Louisville

Mayor Issues Order Which Startles the Blue Grass State

D. O. Mills would oppose the widening of Montgomery street because it would decrease the value of the Mills building.

Downtown property owners' association urged no attempt be made to undertake plans that would increase taxation.

On May 23 came the shattering frontal attack. With seven-column, blazing heads all over its front page the Call stated:

M. H. DE YOUNG WILL FIGHT BURNHAM PLANS FOR DOWNTOWN AND BUSINESS MEN'S ASSOCIATION IS WITH HIM STRONGLY

WIDENING OF STREETS AS PROPOSED IS RIDICULOUSLY AT VARIANCE WITH THE NEEDS OF PROPERTY OWNERS AND AN UNJUST IMPOSITION

HOSTILE ATTITUDE IS TAKEN BY LARGE GATHERING

PUBLISHER MAKES SEVERE CRITICISMS

DECLARES THAT GEARY STREET PROJECT IS ABSURD

UNWILLING TO GIVE AWAY HIS PROPERTY

The hostility of powerful influences is now confronted in the plans for wider streets in the business district. The Downtown Business Men's Association, headed by M. H. deYoung yesterday declared itself unanimously against the proposed scheme, which was freely denounced as ridiculous and unjust to property owners.

The Call, which had dreamed such brave dreams, followed with an editorial attack upon the Burnham plans two days later.

LET THE BUSINESS MEN ALONE

Opposition to the rearrangement of the downtown business streets proposed by the Burnham committee is increasing daily and becoming impatient. As the Call has repeatedly said, the urgent necessity at present is to get back to trade

again, restore the commerce of the port and set the tides of money and merchandise flowing once more. Everybody connected with the mercantile interests of San Francisco recognizes this urgent necessity and the advocates of the Burnham plans should have the tact to respect it.

The business men are not to be trifled with in this matter. They hold the purse strings and control the town, as they should--their part of it at least. They know what they need better than anybody else and will eventually get it. Let no dreamer or theorist think otherwise.

The situation has been so frequently and emphatically stated since the fire that it is surprising the beautification promoters still press their projects for rearranging the streets when they must know if they are not blind and deaf, that their insistance will come to naught. Furthermore, they should be sufficiently discriminating to realize that it is not safe to antagonize the bankers and merchants of the city, whose support they will need in all their future projects, and which they will surely lose if they persist in forcing their proposition upon unwilling and impatient financial and merchantile interests which are the governing forces of the city, and without which the support of everything else eventually falls to the ground.

There is plenty of room for the beautification committees to proceed with their praiseworthy civic adornment without invading the downtown business districts where they are not wanted. That is plain English. "Hands off"! "No Admittance"! "Keep Out"! are signs at once visible on the face of the downtown merchant when he is asked to neglect his present pressing business of getting back his trade to waste his time in listening and indorsing propositons to ornament his district.

Let the business men alone. Let them go ahead in their own time--which is now--to turn their merchandise into dollars and their dollars into general circulation for the benefit of the general public.

This finished the Burnham plans for the downtown area, but the Call's defense of the business man, coupled with the statement in an earlier editorial that "Man, though he may not realize it, puts his individual temperament into the house he builds," was eventually to become a strong indictment against the San Francisco merchant.

On August 9 the Chronicle published a long apologia for the attitude of the business men and the Chronicle's owner, M. H. deYoung, whom the Call had pushed into the forefront of the fight against the Burnham plans.

THE CITY PRACTICAL MUST COME BEFORE THE CITY BEAUTIFUL

> In an interview printed in yesterday's Chronicle Theodore Starrett, president of a great Eastern construction company, and as experienced a city builder as the country affords, expressed his admiration of the policy being pursued in the restoration of the business district of this city. The first thing for the city to do is to hold and provide for its business. Business can be done in shacks, inconveniently, it is true, but it can be done. Merchandising and industries will occupy the lofts of many buildings that are available, and the offices which formerly occupied the lofts of many buildings will be temporarily thrust back, as they are now, into the residence districts. But the business of the city will go on. There will be profits in it as there always have been. With those profits permanent buildings will be constructed on modern lines, and under the artistic feeling which has come with our advancing civilization; and so, little by little, but surely and in due season, the city beautiful will replace the city practical, which will earn the money for its ultimate adornment.
>
> In the main, the new buildings in the business district will be far better buildings than those destroyed. Even, however, when money is abundant, and in hand, it takes time to prepare even the plans for a first-class building.

> It takes months to lay foundations, and all the way from six months to a year and a half to complete the superstructures. Meanwhile, if we do not do business in shacks, we shall not do business at all, and so shall have no money to rebuild. It is not a bad thing that property owners do not all get ready to rebuild at one time. The street on which such operations were going on would be impassable during the process. Nor could labor and material be had. We are going well enough. We are transacting the business by which the city is supported; and are winning the admiration of observers for the energy of our efforts and the rapidity of our progress. There are as many first class buildings at this time in course of construction or reconstruction as existing facilities can well provide for. With the clearing of streets and the restoration of services, facilities will increase, and as labor is released from temporary work, permanent construction will receive a new impetus. We have surprised the world by the rapidity with which we have prepared temporary quarters. We predict that there will be a still greater surprise at the rapidity with which temporary shacks are replaced by permanent buildings.

The temporary shacks were indeed replaced by permanent buildings, but no city plan worthy of the name ever was adopted. The newspapers were presented a golden opportunity in the post-fire reconstruction period to lead and participate in the creation of a City Beautiful. Instead, they stood aside to make way for the expedient viewpoint of business interests. As a result, the problems of street traffic, mass transportation, housing and zoning are issues confronting the city's continued growth and welfare today.

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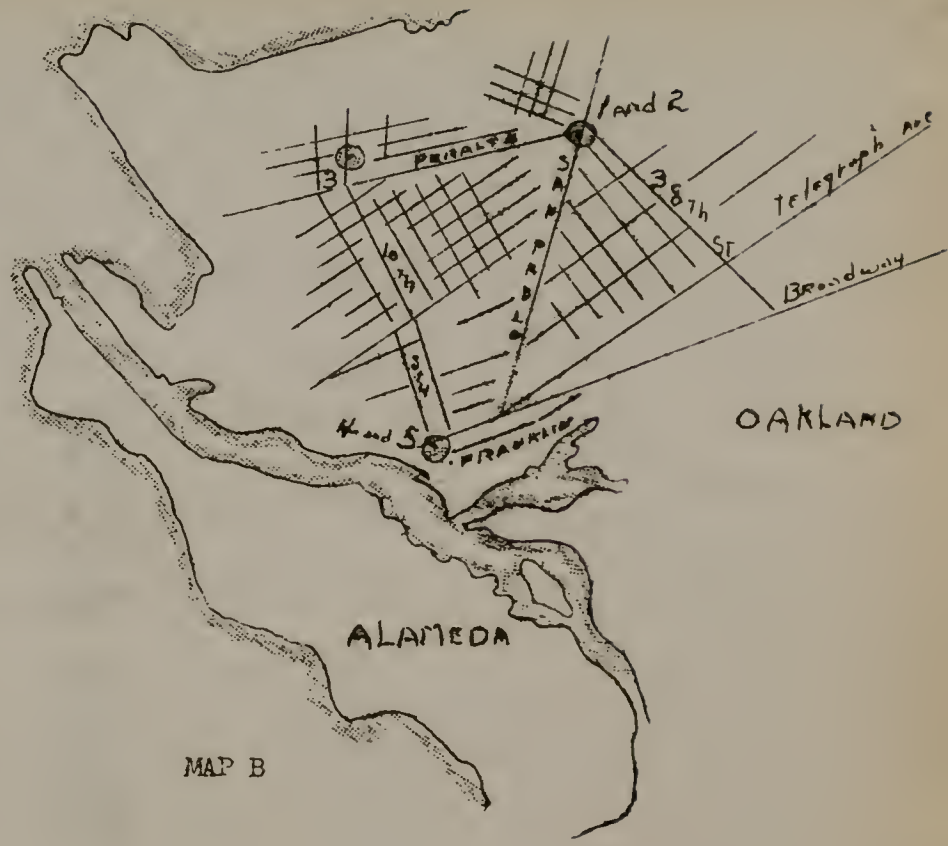
LOCATION OF SAN FRANCISCO NEWSPAPERS, 1906 - 1940

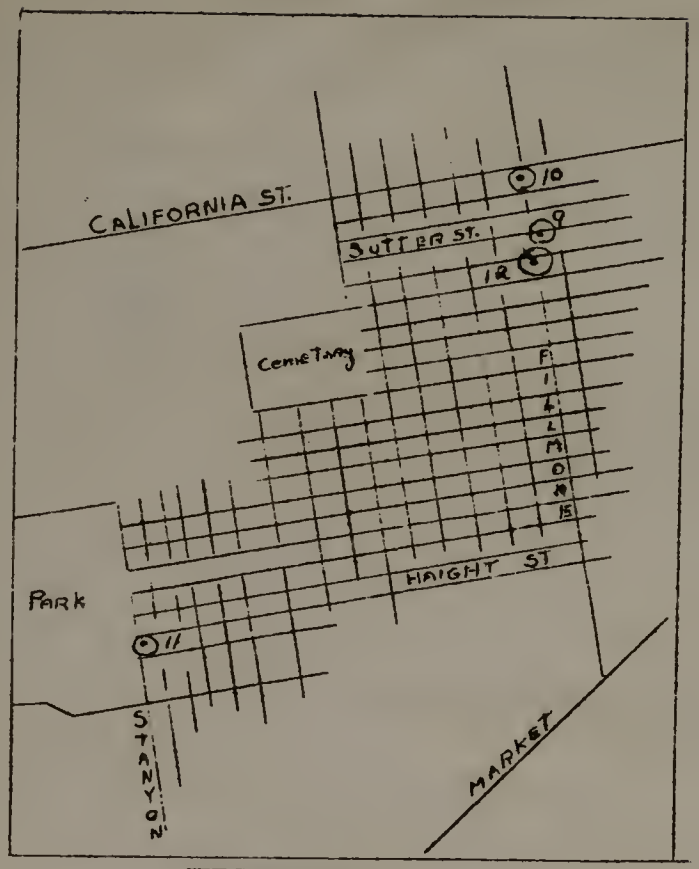
MAP A

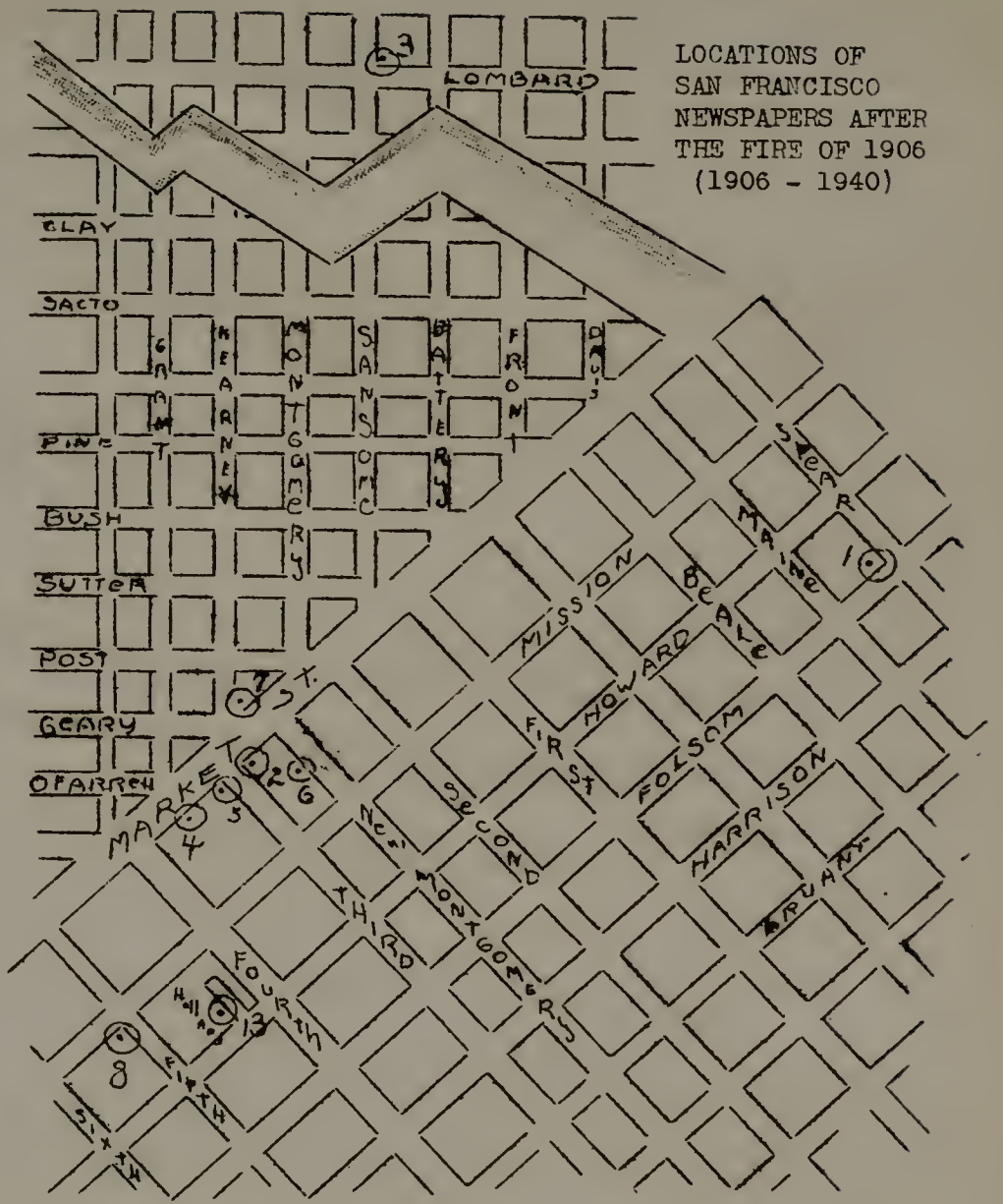


MAP B

LOCATIONS OF SAN FRANCISCO NEWSPAPERS IMMEDIATELY PRIOR TO THE 1906 FIRE (MAP A), AND THEIR TEMPORARY PUBLISHING LOCATIONS IN THE EAST BAY DURING RECONSTRUCTION (MAP B):

1) Bulletin
2) Chronicle
3) Call
4) Examiner
5) Chronicle-Call-Examiner





LOCATIONS OF SAN FRANCISCO NEWSPAPERS AFTER THE FIRE OF 1906 (1906 - 1940)

EXPLANATION:

1. Examiner, May 13, 1906-1911
2. Examiner, Sept. 10, 1911-1940
3. Bulletin, May 15, 1906-1907
4. Bulletin, Aug. 12, 1907-1929
5. Call, May 23, 1906-1929
6. Call-Bulletin, 1929-1940
7. Chronicle, June 22, 1906-1924
8. Chronicle, Oct. 19, 1924-1940
13. Call-Bulletin, (after Oct., 1940)

TEMPORARY BUSINESS OFFICE LOCATIONS DURING RECONSTRUCTION:

9. Examiner
10. Chronicle
11. Call
12. Bulletin